

# Helena LIU

(Chih-Hsuan)

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## EDUCATION:

University of the Arts London, Central Saint Martins  
NVQ Level 6 in Graphic Communication Design (2021-2024)

• London, United Kingdom

University of the Arts London, Camberwell College of Arts  
Level 3 Foundation Degree in Arts in Graphic Design (2020-2021) Awarded: Distinction

• London, United Kingdom

## WORK EXPERIENCE:

### CSM Student Ambassador

UAL Arts Temps - Part-Time  
Sep 2021- Oct 2023. 2 yrs 2 mos  
King's Cross, England, United Kingdom. On-site

- Took part in different university events to showcase Central Saint Martins
- Giving speeches in open events and leading college tours

### Vendangeur

Vignobles K. Internship  
Sep 2022.1 month  
Bordeaux, Nouvelle-Aquitaine, France. On-site

- Showed dedication and a strong work ethic
- Actively collaborated with a team of Vendangeurs, demonstrating strong teamwork skills

### Graphic Designer

DTHR Wine Experts Co. LTD - Full-time  
Sep 2020 - Sep 2021. 1 years  
Taipei City, Taiwan. On-site

- Created visual content for campaigns and promotions
- In direct contact with the manager to produce impactful eye-catching visuals that drive results

### Graphic Design Intern

LD Vins. Full-time  
Oct 2018 - Dec 2018. 3 months  
Bordeaux, Nouvelle-Aquitaine, France. On-site

- Developed marketing materials to drive sales and expand customer base
- Interacted with multilingual teams and provided clarification  
Communicated with wine producers via phone calls

## POSITIONS OF RESPONSIBILITY:

### Events Manager

UAL Dance Society  
2021 - 2022. 1 year  
London. On-site

- Organised the event for 'Arts Dance Showcase 2022'
- Communication and organisation of dance teacher. Responding to emails to new dancers who want to join. Working in a team with the committee for smooth running of events and classes.

### Art Prefect & Mentor

St. Catherines School Bramley  
Nov 2018 - May 2019. 1 year  
Guildford, United Kingdom. On-site

- Provided support to younger students with art projects and studies. Offered one-to-one assistance every Tuesday and Thursday from 4-5pm.
- Curated final year art exhibition and smaller exhibitions within the school.

## TOOLS & SKILLS:

**Tools:** Adobe Softwares (Illustrator, Photoshop, Indesign, After Effects),  
3d (Unity, Blender), UXUI (Figma)  
Programming language (Javascript),

**Skills:** User Experience (Research, Prototype, Interaction Design),  
Graphic Design (Branding, Storyboard, Storytelling, Animation, Visual Identity, Type Design)

## CERTIFICATIONS:

### Certificate: Google UXUI (6 courses)

- Start the UX Design Process: Empathise, Define, and Ideate
- Foundations of User Experience (UX) Design
- Conduct UX Research and Test Early Concepts
- Build Wireframes and Low Fidelity Prototypes
- Create High-Fidelity Designs and Prototypes in Figma
- Responsive Web Design in Adobe XD

### Certificate: Inside LVMH

- Specialisation in Creation & Branding, Retail & Customer Experience. Success rate: 91%