

# Serina Liu

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## EDUCATION

Carnegie Mellon Uni.  
Pittsburgh, PA  
School of Design  
Bachelor in Design +  
Business Admin. Minor  
Class of 2020

Lorenzo De' Medici  
Florence, Italy  
Graphic + Brand Design  
Italian Culture  
Fall Term of 2018

## HONORS

CMU Dean's List // 2017

Bretzfelder Memorial  
Scholarship // 2016+

## SKILLS

Drawing  
Illustration  
Photography  
Photoshop  
Illustrator  
InDesign  
After-effects  
Rapid Prototyping  
Sketch  
Axure RP  
InVision  
Mandarin (Speaking)  
Towel animal folding

## WORK EXPERIENCE

INVESTOPEDIA // Graphic Design Intern, Jun 2018 - Aug 2018

Worked within the Personal Finance department to conceptualize + create design elements for the PF brand. Tasks included: helping the product team create interactive prototypes, researching trends, pitching ideas, branding + helping marketing team create visuals for advertisers + original visual design for content

YEHIDEOLOGY // Creative Intern, Jul 2017 - Jan 2018

Worked closely alongside with CEO, Angela Yeh to help rebrand the image of the company. Worked with clients + designers to do talent consulting for companies like Fidelity Investments, Huawei + Lunar

CARNEGIE MELLON SCHOOL OF DESIGN // Front Desk, Sept 2017 - Present

Responsibilities include: greeting guests, assisting faculty, staff + students, answering calls + questions, etc

FREELANCE // Personal Client Work, Spring 2016 - Present

## ACTIVITIES

Kanye West // 2017, StuCO Teacher

Course taught that revolved around Kanye West's music, fashion + his role as both a cultural and social icon

Design League // 2016 - Present, Member

Promote mentorship between different grade level designers

The Cut Magazine // 2016 - Present, Creative Director

In charge of a team of designers, overseeing the aesthetics of the magazine + general layout