

Profile

Based between Shanghai, Sydney and Hong Kong, Vicki Liang is a graphic designer, photographer and art director. Her work focuses on editorial design and digital design for cultural institutions. Originally from Macau, she began her career as a junior art director at VOGUE China after completing a BA in Integrated Design at Parsons The New School.

*Experience***VOGUE CHINA**

Assistant Art Director
2021 May to Present

- Assist creative/art director in creative conceptualizing, providing research support
- Support & lead multidisciplinary creative projects, both commercial and editorial, working with clients such as Louis Vuitton.
- Create visually compelling proposals/ presentations/ pitch book materials for clients and internal communication
- Provide creative support with strategic thinking for all aspects, ranging from producing imagery & video, editorial layouts, etc.
- Provide excellent multimedia design skills with the ability to easily adapt the creative to multiple social media platforms
- Develop WeChat column identities and design system for VOGUE+ TGIF, Good Morning VOGUE, Just One Thing, etc.
- Maintaining VOGUE WeChat Mini Program
- Constant outreach and collaboration

HKLand

Proposal Design
2022

- Create visually compelling, luxury yet elegant-looking presentations/ pitch book materials for client for internal pitching

BUMPS

Visual Identity (Concept)
2022

- Develop a branding system for an organic body oil brand, designing for logo, stationary, packaging and social media.

INPRINT MAGAZINE

Editorial Assistant
2020 May to 2021 May

- Assist art director in editorial layouts
- Responsible for maintaining social media, create content assets with quick turnaround time
- Manage content uploads for website backend
- Manage E-commerce site, systematically organise products

Education

- Parsons The New School
Bachelor of Fine Arts,
Integrated Design
2018 - 2021
- Barker College, Sydney
High School
2015 - 2018

Language

English, Mandarin, Cantonese

Hospitality Experience

Barista, Waitress (at BAO London)