

Avery Liu

Visual & Web Designer • Creative Technologist

averyliustudio@gmail.com • (646)983-8600

PROFILE

Recent Parsons Design & Technology graduate working across visual design, web experiences, and creative technology, with a strong eye for color, composition, and visual storytelling.

EDUCATION

Parsons School of Design, The New School

2022–2026

BFA Design and Technology, Creative Technology Track

GPA 3.81 / 4.00 • Major GPA 3.90 / 4.00 • Merit Scholarship \$11,000/year

EXPERIENCE

Visual Designer — Web & Digital

LUMO Entertainment LLC

Remote • Aug 2026 – Present

- Design and maintain the company's public-facing website across music, art, media, and artist development projects, creating clear and cohesive digital experiences.
- Build responsive layouts in ZenBusiness, refining typography, imagery, spacing, and content hierarchy across desktop and mobile while organizing project materials into structured web content.
- Developed initial visual references and concept directions for the In Between interview series, with selected elements carried into the final promotional design.

Game Testing Intern

Punkcode Technology Hong Kong Limited

Jul 2025 – Aug 2025

- Conducted playtesting and documented gameplay bugs, usability issues, and unclear interactions for a block puzzle game.
- Analyzed 184 pieces of player feedback and delivered an optimization report with a 65% recommendation adoption rate.

SKILLS

Design

Figma • Photoshop • Illustrator • InDesign • After Effects (basic) • Procreate • Visual Identity • Layout Design

Web & Creative Technology

HTML • CSS • JavaScript • p5.js • Responsive & Interactive Web Design

Additional

User Research & Testing • Project Documentation