

[BECKY] LIU

PACKAGING DESIGNER & GRAPHIC DESIGNER



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[SUMMARY]

Creative Senior Packaging & Graphic Designer with over 7 years of experience in consumer electronics and tech accessories.

Professionally bridge design and execution through direct communication with internal wholesale teams, key retail accounts, OEMs, and global supply chain vendors. Versatile creative background spanning end-to-end packaging, digital marketing, and B2B assets.

[EXPERIENCE]

UAG

Urban Armor Gear, Packaging Designer | April, 2026 – Present

Brand Strategy & Design Integration

- Retained post-acquisition to act as the primary brand designer for Nomad Goods within UAG's broader portfolio.
- Combine Nomad's premium, minimalist visual identity with UAG's established global retail framework.

Global Regulatory & Retail Compliance

- Redesign and adapt physical packaging to comply with strict international trade laws, localization, and multi-language requirements.
- Audit and upgrade packaging specs to ensure product packaging meets global mass-market retail shipping, security, and endurance standards.

NOMAD

Nomad Goods, Packaging Design and Project Manager | July, 2019 – Present

Served as the **sole packaging designer** at Nomad Goods, directing 100% of packaging projects from initial concept through final production.

Packaging Design & Nomad Packaging Management

- 100% Packaging Ownership: Spearhead all packaging projects since 2019, directing the full lifecycle from concepts and dielines through press checks and mass production.
- Global Vendor & Supply Chain Coordination: Manage timelines and technical specs with US product teams and overseas vendors to ensure 100% on-time, on-budget global releases.

- Sustainable Design & Quality Control: Integrate recyclable materials while overseeing color management, material selection, and special finishes for premium print quality.

E-Commerce & Digital Marketing Design

- Campaign & Email Design: Designed 50%+ of DTC emails and automated flow campaigns since 2022, leveraging strong expertise in email marketing layout and strategy.
- Brand Asset Management: Managed and organized central brand asset libraries to streamline cross-team distribution and maintain visual consistency across channels.
- Digital & Social Media Assets: Supported digital marketing efforts by creating web banners, landing page graphics, and branded social media content.
- Storefronts & Asset Management: Contributed to key e-commerce initiatives, including an Amazon Storefront redesign (2019–2020).

Wholesale & B2B Design Solutions

- Large-Format & Retail Displays: Developed and designed custom trade show booths, promotional banners, foam boards, and retail assets for the Wholesale Team.
- Cross-Channel Delivery: Executed multi-channel design projects, including custom car wraps, product brochures, and DTC direct mailers to drive brand consistency.
- Custom Wholesale Collateral: Created customized marketing assets, digital graphics, and promotional materials to fulfill specific design requests for key wholesale accounts.

[VOLUNTEER]



Bunnies Urgently Needing Shelter, Associate Volunteer Lead | April, 2025 – Present

Assist in managing shelter operations, health monitoring, and visitor education while vetting prospective adopters to drive successful animal placements.

[EDUCATION]

Master of Arts, Graphic Design and Digital Media

Academy of Art University, San Francisco, 2016 - 2018

[SOFTWARE]

Design: **Adobe Creative Cloud** (Illustrator, Photoshop, InDesign, Acrobat), **Figma**, Canva
Operations & Productivity: Monday.com, NetSuite, Google Workspace (Docs, Sheets, Slides, Drive), Google Drive