



LIAM ANDERSON

Freelance Visual Designer

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PROFESSIONAL SUMMARY

Driven Freelance Visual Designer with two years of experience crafting engaging designs for print and digital platforms. Skilled in Adobe Creative Suite and committed to delivering high-quality visuals that resonate with target audiences. Passionate about collaborating with clients to elevate brand narratives through innovative design solutions.

WORK EXPERIENCE

Freelance Visual Designer

Blue Sky Innovations

📅 Mar / 2024-Ongoing

📍 Chicago, IL

1. Developed visually compelling proposals for clients by integrating graphics and data visualization techniques.
2. Collaborated with project teams to ensure design consistency and brand alignment across multiple platforms.
3. Designed promotional materials including brochures, business cards, and flyers that effectively communicated brand messages.
4. Created and maintained websites using WordPress, enhancing user engagement through aesthetic and functional design.
5. Worked with clients to conceptualize and execute unique branding strategies that reflect their vision.
6. Produced high-quality graphics for social media campaigns, increasing audience interaction.
7. Engaged in continuous learning to stay updated on design trends and software advancements.

Contract Graphic Designer

Silver Lake Enterprises

📅 Mar / 2023-Mar / 2024

📍 Seattle, WA

1. Designed marketing collateral that adhered to client specifications while meeting tight deadlines.
2. Utilized Adobe Creative Suite for layout and graphic creation, enhancing project efficiency.
3. Managed vendor relationships to ensure quality control during the print production process.
4. Created logos and branding materials that significantly improved client visibility and market presence.

EDUCATION

Bachelor of Fine Arts in Graphic Design

The Art Institute of Chicago

📅 Mar / 2022-Mar / 2023

📍 Portland, OR

Focused on visual design principles, brand identity, and digital media.

SKILLS

Visual Storytelling



Photo Editing



Vector Graphics



Layout Design



Digital Illustration



INTERESTS

🎨 Art

🤝 Volunteering

🌲 Hiking

🧘 Yoga

STRENGTHS

🔍 Criticality

📋 Detail-oriented

🤝 Diplomacy

😊 Enthusiasm

LANGUAGES



English



Polish



Italian

ACHIEVEMENTS

★ Successfully designed a marketing campaign that increased client engagement by 30%.

★ Created a series of infographics that improved information retention for educational materials.