

# LIAM L. DUAN

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## PROFESSIONAL SUMMARY

Graphic Designer and Front-End Designer with experience in branding, visual communication, web content, and responsive digital design for nonprofit and cultural organizations. Skilled in creating organized, user-focused visual experiences that improve communication clarity and audience engagement.

## EXPERIENCE

### **Founder & Designer/Developer**

*June 2025 - Present*

*Duan Studio, Albany, NY*

- Developed a visual identity system for Asian Arts New York (AANY) to maintain consistent branding across print and digital materials
- Designed promotional materials including event posters, social media graphics, and a 20-page cultural booklet
- Maintained and updated website content to support the promotion of cultural programs and community events
- Assisted with front-end website design and responsive layout improvements using HTML and CSS
- Managed multiple design projects under deadlines while collaborating with team members and organization staff

### **Digital Media Developer (Volunteer)**

*June 2023 - Present*

*Washington Arts and Design Association, Gaithersburg, MD*

- Maintained and updated website content to ensure accurate and timely event information
- Improved content organization and visual hierarchy to enhance readability and user experience
- Supported front-end website updates and ensured consistency across digital communication materials
- Collaborated with team members to maintain clear, consistent branding across web platforms

### **Graphic Designer (Part-Time)**

*October 2021 – December 2023*

*Chinese Community Center, Latham, NY*

- Designed booklet and publication covers for major cultural events, including Spring Festival celebrations
- Created invitations and promotional materials for the organization's 50th-anniversary event to support community outreach and event promotion
- Designed large-format roll-up banners and visual materials for public advocacy and cultural programs
- Organized visual content and layouts to improve clarity, readability, and audience engagement

## EDUCATION

### **SUNY Polytechnic Institute, Utica NY**

*September 2024 - May 2026*

*M.S. in Information Design and Technology*

### **SUNY Cobleskill, Cobleskill NY**

*September 2022 - May 2024*

*B.S. in Graphic Design and Technology*

## SKILLS

- Design: Graphic Design, Layout Design, Print Production
- Web: HTML, CSS, Responsive Design
- Tools: Adobe Creative Suite (Photoshop, Illustrator, InDesign), Figma
- Additional: Document Formatting, PDF Editing, Visual Presentation
- Strengths: Organized, Detail-Oriented, Team Collaboration