

Shanshan Liu

Graphic Design / New Media Operations / AIGC Designer (Intern) • zailushang633@163.com
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SUMMARY

Master's student in Design at Lanzhou University (985/211), specializing in graphic design, new media operations, and AIGC applications. Skilled in Photoshop, Illustrator, Figma, and Midjourney, with the ability to independently complete end-to-end design workflows.

Completed two design internships, contributing to 20+ sets of branding materials. Independently operated a Xiaohongshu account with 76K+ total engagements and 18K+ peak views. Strong visual sense with a user-oriented and data-driven mindset.

EDUCATION

Master of Design (In Progress)

Lanzhou University (985/211, Double First-Class University)

Sep 2024 – Present

Lanzhou, China | GPA: 4.2/5 (2/40)

Bachelor of Arts in Art Design

Shandong University of Art & Design

Sep 2020 – Jun 2024

Jinan, China | GPA: 3.4/4 (5/33)

PROJECTS

Campus Cultural Product Design Project ("Yuxiaji")

Mar 2025 – Mar 2026

Project Lead

- Led the visual design and concept development of campus cultural and creative products by extracting architectural and cultural elements from Lanzhou University. Designed 10+ product concepts including fridge magnets and badges. Explored the combination of traditional coarse cloth and non-woven materials, contributing to discussions on product structure and craftsmanship. Improved design outcomes based on user feedback, enhancing both cultural expression and usability.

Xiaohongshu Content & Craft Design Project

Personal Project

- Independently operated a Xiaohongshu account focusing on non-woven handmade crafts and original design content, publishing 50+ posts and achieving over 76K total likes and saves. Managed the full workflow including topic planning, product design, photography, and visual presentation.
- Optimized cover design and content structure to improve click-through rates, with multiple posts exceeding 1,000+ interactions and a peak of 18K+ views. Continuously refined design direction and content strategy based on user feedback to enhance engagement and exposure.

EXPERIENCE

Graphic Design Intern

Lanzhou Manke Visual Design Co., Ltd.

Oct 2024 – Dec 2024

Lanzhou, China

- Assisted in corporate branding and visual design projects under the guidance of senior designers, contributing to the production of 20+ design drafts including posters and promotional materials. Used Photoshop and Illustrator for image editing, layout adjustment, and asset organization.
- Supported brochure layout design and assisted in preparing print-ready files. Made revisions to design drafts based on client feedback and collaborated with the team to ensure proper file delivery and design consistency.

Design Assistant

Jinan Modu Visual Design Co., Ltd.

Jul 2023 – Sep 2023

Jinan, China

- Assisted designers in creating logos, posters, and brochures, and contributed ideas during the creative process. Organized and categorized design assets to improve workflow efficiency.
- Practiced design tools such as Photoshop and Illustrator to complete basic design tasks. Participated in client communication and revision processes, helping refine design solutions and reduce iteration cycles.

Vice Head (Student Organization)

Sep 2020 – Jun 2022

New Media Center, Shandong University of Art & Design

- Responsible for content operation and visual design of the university's official WeChat account, contributing to topic planning, layout design, and visual optimization, with 40+ published articles.
- Participated in operating the "Shan Gong Yi Ren Wen" account, producing layouts and visual content with average views exceeding 1,000 per post. Created 2,000+ images through campus event photography and post-production.
- Contributed to copywriting and promotion for 10+ campus events, improving content reach and communication effectiveness.

SKILLS

Design Tools: Photoshop • Procreate • Illustrator • Figma • AI Generation Tools: Midjourney, Gemini, Lovart, Nano Banana

Other Skills: Photography & Photo Retouching • Content Creation • WeChat Article Layout • Video Editing (Jianying) • Copywriting • Event Documentation • Vibecoding • Basic Office Software

LANGUAGES

Chinese	(Native)
English (CET-6)	(Fluent)

AWARDS

First Prize, National College Student Digital Defense Innovation Competition	2024
Finalist, 9th Chinese Zodiac Cultural Visual Design Competition	2025
Silver Award, BICC Sino-UK International Creative Competition	2025
Third Prize (National Level), Macao Cultural & Creative Design Competition	2025
Finalist, Blue Star International Cultural Heritage Creative Design Competition	2024
Selected for Shenzhen 2024 Typography Ecology Exhibition	2024
Second-Class and Third-Class Graduate Scholarship, Lanzhou University	2025/2024
Outstanding Graduate Student, Lanzhou University	2025