

Belin Liu

Portland, OR
United States

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EDUCATION

2020-Ongoing
SuperHi
Brand Mapping Method

2006-2009
B.A. in Graphic Design, cum laude
Portland State University
Portland, OR

2001-2005
B.A. with Honors in English
Willamette University
Salem, OR

SKILLS

Proficiency in Adobe Suite
including Illustrator, Photoshop,
InDesign, Acrobat as well as
Sketch

Experience with Figma, After
Effects, HTML/CSS, and video
editing.

GIFs and cinemagraphs,
illustration, screenprinting,
book-binding, wheatpaste,
stenciling.

SOME NICE THINGS

National LGBT Media Association
AdPop Award 2017

Summit Creative International
Engagement / Experiential
Award 2016
Ace Hotel: "Dear DTLA"

"Ace Hotel is selected as one
of the most relevant brands for
innovation, sustainability, social
commitment and imagination, among
Apple, Google, Nike, American
Apparel and Facebook." -Top 10
Brands PSFK

Work has been shown in The
New York Times, T Magazine,
Wallpaper*, Monocle, Highsnobiety,
Refinery29, and Vanity Fair.

FREELANCE CREATIVE/ART DIRECTOR

Oct. 2017 – Current

Selected clientele:

Fort Wick, Metropolitan Group, Osage Orange, Studio Love is
Enough, Casework, Better Food Foundation, Farm Forward and Brink
Communications

ART DIRECTOR

ATELIER ACE, ACE HOTEL

Mar. 2010 – Oct. 2017

Art Director for Atelier Ace, the in-house studio for Ace Hotel
Group and its affiliates. Spearheaded the concept, development
and design of brand identities, environments, advertising, public
art / murals, wayfinding, programming collateral, retail, events,
restaurants, marketing initiatives and more with the goal of
engaging current and new visitors with Ace's sense of community
and place.

Lead the entire design department at Atelier and mentored various
crews of in-house graphic designers, freelancers, and artists
as well as effectively collaborated with different departments
to build various marketing, advertising, and experiential
initiatives.

Managed 50k+ budgets and estimates for everything between decor
and artists for major events to all hotel signage and wayfinding.

Personally developed and centralized branding guidelines for Ace
Hotel Group and its individual properties as well as established
systems for ongoing, shared design assets.

Presented concept and branding of various Ace Hotel Group
properties and sponsored initiatives to developers and co-
ownership parties which includes companies such as IBM, David
Lynch Foundation, Converse, Vans, Warner Brothers Studio, The
Clinton Foundation Health Matters Initiative and Carnegie Museum
of Art.

ADJUNCT PROFESSOR

School of Art & Design, Portland State University

March - June 2012

Spring quarter. Senior-level "Contemporary Design Projects,"
which focuses on relational design and design thesis development
and execution.

DESIGNER

BITCH MEDIA

2009 - 2010

Fighting the good fight. Pre-press, editorial layout, cover
design, web graphics, writing blog content.