

# CARMEN LIU

## CONTACT:

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Carmen is a designer who enjoys working with creative people on exciting projects in order to create meaningful human centered solutions.

She believes that design is an invaluable tool. It is interdisciplinary, adaptive, and at the end of the day always about people. It isn't just about finding a solution to a problem, but imagining ways for a new future.

## EXPERIENCE

### **Bridgeable - Toronto, Canada**

Contract Associate, Design strategy and research, April 2014 - August 2014

- Facilitate co-creation sessions and design workshop experiences.
- Create art assets and brand identity for client projects
- Design new services for the healthcare industry, delivering creative solutions with shared value through co-creation sessions

### **IBPS Toronto - Mississauga, Canada**

IBLYARC Art and Design lead, September 2012 - August 2013

- Lead the branding of a North American youth conference including the brand story, visual identity, and brand assets within all publication materials.
- Managed resources and led the creative team in alignment with client objectives.

### **PCH Innovations - Berlin, Germany**

Junior innovation designer and research intern, March 2012 - August 2012

- Forecasting and establishing holistic strategies and business roadmaps for clients.
- Integration of consumer perspectives to develop interdisciplinary solutions and potential new business models.
- Generate brand narratives that transform clients' vision and values to an integrated brand experience.

### **hettler.tüllmann - Berlin, Germany**

Product development intern, November 2011 - March 2012

- Materials research, experimentation and iterative prototyping leading to formal developments through CAD and tech drawings for production.
- Concept development and validation through sketch models and model making.

### **CIDSA (Carleton Industrial Design Student Association) - Ottawa, Canada**

President, August 2009 - April 2011

- Communicator, decision maker, and manager of student group.
- Executed programs and events and workshops for students.

### **Umbra Ltd. - Toronto, Canada**

Product Design Intern, May 2010 - September 2010

- Communicate with engineers with manufacturing details.
- Delivered models and final renderings of products used for client meetings.

## EDUCATION

### **Carleton University - Ottawa, ON**

Bachelor of Industrial Design,  
September 2008 - April 2013

### **McMaster University - Hamilton, ON**

Bachelor of Arts - Psychology,  
September 2005 - May 2008

## SKILLS

Adobe Photoshop, Illustrator, InDesign, Microsoft Office Suite, Sketchup, Prototyping and model making, SolidWorks, trend research and forecasting, concept development, visual design, brand development, critical thinking, design strategy and translation.