

LANA LIU

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I'm a digital storyteller working with immersive and interactive media. With a background in fine art and visual communication, I worked in design and art direction in Toronto, Canada, before moving to London to explore new creative territories. Blending my practice with emerging technologies, I craft engaging, multisensory narratives.

I've designed for the Pantone Color Institute, and worked as a press photographer for London Fashion Week '25.

EXHIBITION & AWARDS

Outernet, London | 2025

London Breeze Film Festival | 2025

Arts Thread | 2025

SKILLS

Adobe Suite

Cinema 4D

360 Video Making

Projection Mapping

Motion Design

Illustration

3D Modeling and texturing

Photography

Graphic Design

UI / UX

Fluent in English and Mandarin

EXPERIENCE

Customer Experience Designer

TEALEAVES | Feb 2021 - Aug 2024

- Design creative assets and experiences for brand and marketing.
- Develop human- and environment-centered brand strategies to encourage consumer adoption of sustainable products and services.
- Work with clients to design packaging for custom blends and special collections, significantly boosting both B2B and B2C sales.

Digital Communication Designer

McCain Foods Limited | 2019 - 2022

- Design brand imagery tailored to resonate with the local audience in China, while ensuring consistency with the global brand identity.
- Design corporate communication material, including newsletters and decks for stakeholders.
- Design digital marketing campaigns and social media content, incorporating illustration and motion design.

Campaign Artist

Friends of Canadian Broadcasting | 2021 (Freelance)

- Artist for 2021 "I AM CANADIAN CONTENT" election campaign, responsible for designing large-scale billboards for downtown Toronto.

UX Designer

Employment and Social Development Canada | 2019

- Enhance user experience for the Government of Canada's youth page to encourage young Canadians to utilize government resources.

Illustrator and Art Director

University of Toronto | 2018 - 2019

- Design Kelly Library's 50th anniversary campaign and produce creative assets for a lasting community impact.

EDUCATION

Royal College of Art - MA Digital Direction | 2024-2025

OCAD University - BDes Illustration | 2016 - 2021