



PING LU

Portfolio: pingluuu.com

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ABOUT

Experienced in handling projects from start to finish, including website planning, final design production, and multi-channel marketing visuals.

SKILLS

Web Design: Website structure, interface layouts, and design components.

Marketing Visuals: Social media content, digital banners, and brand graphics.

Print & Layout: Flyers, menus, brochures, and marketing collateral.

TOOLS

Digital Design: Figma

Graphic & Branding: Photoshop, Illustrator

Web Platforms: Webflow, WordPress, Wix

LANGUAGES

Chinese (Native)

English (Working Proficiency)

EDUCATION

Bachelor of Multimedia Design — Takming University of Science and Technology · 2013–2017

EXPERIENCE

Freelance Web / Visual Designer · 2023–Present

- Developed website concepts for a medical instruments company and a whisky brand, delivering design mockups and page layouts through agency collaboration
- Designed 30+ social media graphics for a cafe brand
- Created social media posts, menu designs, flyers, and banners for a restaurant and a cafe, extending existing brand guidelines across digital and print

Web Designer — WorkLOHAS Tech Inc. (Web Development) · 2021–2023

- Designed and delivered 9 corporate websites for government, academic, and professional association clients, including homepage visuals and inner page layouts
- Built reusable UI components and maintained design consistency across concurrent projects

UI Designer — LeadiQ (B2B SaaS) · 2019–2021

- Designed UI for a B2B SaaS web application and Chrome extension, focusing on usability for business users
- Created landing pages for 5 product launches, handling layout, visuals, and responsive design

Web Designer — Gremlin Works (Design Agency) · 2018–2019

- Designed websites for clients including Kymco, ZOWIE (BenQ), and Overseas Education Agency, delivering wireframes, homepage visuals, and inner page layouts

Designer — VeryBuy (E-commerce platform) · 2016–2018

- Designed promotional banners and eDMs for marketing campaigns
- Collaborated with marketing and development teams on website and app UI updates