



LIU BAXTER

Creative Director, Art/Design

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EXPERTISE

Multi-Channel Campaigns
Creative Strategy
Identity System Design
Brand Design

SKILLS

Adobe (Id, Ai, Ps, Xd)
MS 360

Strong Work Ethic
Team Leader/Player
Creative Problem Solver
Inter-Personal Skills
Presentation Skills
Time Management

AWARDS

Hatch
Lampighter Healthcare Awards
Addy's

ABOUT ME

Award-winning creative with 20 years of experience helping industry-leading brands in tech, finance, healthcare and retail. Craft-obsessed leader/doer that's mastered the balancing act of creativity, data and business objectives while setting teams up for success. Extensive experience in virtually every brand touchpoint with a strategy-driven, all-in attitude on projects both big and small.

EXPERIENCE

Creative Director, Workhuman | 2020-present

Hands-on creative leader on strategy, concept and execution of brand design and systems applied across multi-channel campaigns, events and content. Strong cross-functional collaboration and management of internal and external resources. Key contributor to marketing campaign that generated highest engagement in 2023.

Associate Creative Director, Merge Boston | 2016-2020

Amplified brand awareness for Lahey Health, generating 1MM impressions/monthly and 14K unique page visitors for their Orthopaedic practice. Lead creative and design on Canaccord Genuity's rebranding and visual identity system. Other client work includes AIG and Tufts Health Plan.

Senior Art Director, Hill Holliday | 2007-2013

Helped raise Cigna's brand favorability by 45% and consideration by 27%. Lead creative of social, print and point-of-sale campaigns for Bank of America and Chili's. Directed Digital Animators and Sound Designers during production of digital apps.

Art Director, MMB | 2002-2007

Developed campaign concepts and aesthetics for Meow Mix, eMusic, Jiffy Lube, Clarks and ESPN. Collaborated with Senior Creatives on new business pitches.

Jr. Art Director, FischerAmerica, Brazil | 1998-2000

Assisted Senior Creative on the execution of campaigns and new business pitches.

EDUCATION

Art Direction | 2000-2002

Portfolio Center, Atlanta, GA

BA Communication, Advertising | 1996-2000

Pontifícia Universidade Católica, Brazil