

DAVE LIU

DAVE LIU
TEAM LEAD, GRAPHIC DESIGN
CREATIVE OPERATIONS LEAD

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PROFESSIONAL SUMMARY

Graphic Design Team Lead with 20+ years of experience in packaging design, visual content production and creative operations across consumer electronics, gifts and toys. Led a team of three designers delivering packaging and marketing assets for 1,000+ SKUs annually across four private labels and more than 10 product categories. Established artwork templates, print-production standards and project-tracking workflows to improve consistency, accuracy and delivery efficiency. Drove the transition to FSC-certified materials and environmentally responsible inks, and developed sustainable packaging guidelines aligned with corporate ESG objectives.

WORK HISTORY

Imtron Asia Hong Kong Limited May 2017 – July 2026

Team Lead, Graphic Design

IMTRON Asia Hong Kong Limited is a subsidiary of MediaMarktSaturn Retail Group, Europe's leading consumer electronics retailer, serving as the Asian buying office responsible for private label sourcing and product development.

- Led a team of 3 designers responsible for packaging and marketing content development across 4 private labels and 10+ product categories.
- Managed the creation of packaging artworks and visual content for 1,000+ active SKUs annually.
- Established packaging guidelines, artwork templates, print-production requirements and project-tracking workflows to improve consistency, accuracy and delivery efficiency.
- Coordinated external design agencies and printers across Hong Kong and China, overseeing artwork execution and quality control.
- Drove the adoption of FSC-certified packaging materials and sustainable inks, developed sustainable packaging guidelines aligned with corporate ESG objectives.
- Collaborated with procurement, product and quality teams to ensure compliance with brand guidelines, regulatory requirements, production specifications and commercial objectives.

Juro International Limited Nov 2004 – May 2017

Graphic Designer

Juro International Limited is a Hong Kong based group specialising in licensed character toys, stationery, plush products and consumer electronic product sourcing for European retail partners.

- Created packaging artworks for stationery, plush toys and CE products.
- Supported the Director in developing and executing creative concepts across various design projects.
- Created instruction manuals, schedule books with accurate typesetting and layout execution.
- Conducted commercial product photography and photo retouching for packaging, catalogues and marketing materials.

EDUCATION

The Hong Kong Polytechnic University

Bachelor of Arts (Honours) in Art and Design in Education 2012 – 2015

The Hong Kong Institute of Vocational Education (Shatin)

Diploma of Product Design and Technology 2002 – 2004

CORE COMPETENCIES

Packaging Design & Artwork Production / Creative Team Leadership / Private Label Brand Execution / Product Photography & Retouching / 3D Rendering / Animation & Video Editing / Printer & Agency Management / Artwork Quality Control / Workflow Optimisation / Project Management / AI-assisted creative workflow