



ABOUT

Multidisciplinary designer and web developer, Julio Liu Wong, partners with visionary clients to create purposeful and evocative solutions from even the most intricate challenges.

Julio is currently the Head of Design at pb+j creative agency, where he unlocks potential in people and processes, turning ideas into delightful designs. He also serves as Creative Director at Choose Humanity, a NFP organization focused on improving the well-being of newcomer Canadian communities affected by religious discrimination.

CONTACT & INFO

Portfolio: jliuwong.com
Inquiries: jliuwong@gmail.com
References available upon request

EXPERTISE

Design

Website & E-commerce	Brand Identity
User Interface (UI)	Art Direction
User Experience (UX)	Visuals & Illustrations
Print & Packaging	Wireframe & Prototyping

Development

Creative Development	Javascript
Front-End Development	GSAP
HTML / CSS	WordPress
	Shopify

EDUCATION

Seneca College of Applied Arts and Technology

2013–2015
Digital Media Arts (Ontario College Diploma) (Honours)

2010–2012
Graphic Design (Ontario Advanced College Diploma) (Honours)

LANGUAGES

English & Spanish

EXPERIENCE

pb+j

SINCE 2021

Head of Design

Currently focused on: unlocking potential in people and processes; leading the continuing improvement of the team's expertise and output with a focus on strategy and execution; creating an environment that ensures standards are met; and setting team-level objectives that align to agency objectives. As required, contributing as a design practitioner ensuring the overall happiness and satisfaction of every patron.

2020–2021

Lead UI Designer

Created UI and design prototypes while working closely with the Lead UX Designer and the rest of the team to ensure excellence for every patron. Assisted in the execution of the team's strategy as it links to the overall goals of the project.

Executive Agency

2019–2020

Senior Designer

Created websites and apps focused on thoughtful design, motion and interactivity. Elevated branding and worked closely with the Creative Director and Lead Developer on creating premium experiences for clients across multiple industries. Lead projects from beginning to end: from strategy to design to launch. Redesigned the agency's website and directed/produced content for it.

Bounteous (f.) Demac Media

2017–2019

UI/UX Designer

Created wireframes and high fidelity design prototypes. Presented concepts and prototypes internally and to clients. Ensured consistency between designs, final product and CRO initiatives. Collaborated on new visuals and rebranding. Integrated processes for better communication between designers and developers.

Lofty Sky Entertainment (f.) Mark Media

2014–2017

Lead Web Designer / Developer

Led UI/UX and development for all digital projects, driving branding and creative direction through a systematic approach with mood boards, wireframes, and prototypes. Managed project development and maintenance, coordinating tasks with team members and providing feedback on concepts and technical solutions.

Freelance across Canada, USA, Panama

SINCE 2012

Full-Stack Designer

Work includes: branding, art direction, website design and development, UI/UX, illustrations, stationery, newsletters and booklets. Created websites and digital products for documentaries, shows and video games. Designed and prepared large format prints for corporate events, product launches, and press events.