

# Visionary Advertising Producer Susie Liu Will Lend her Skill to San Francisco's 181 Fremont

*From real estate to cutting edge technology advertising producer Susie Liu's eye-catching work is assured to get the public jazzed about 181 Fremont.*

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/EINPresswire.com/ -- London-based advertising producer [Susie Liu](#) has been tapped to lead the production on the creative design and communication end of one of San Francisco's newest developing skyscrapers, [181 Fremont](#).

Liu, who has established herself as a leading creative communicator and project manager, will be handling all of the 70-story structure's residential brochures and printable floor plans, as well as interactive presentations showing the public and investors what they can expect from this exciting new development.

Upon completion, the 181 Fremont, which began development in 2013, will be a 70-storey mixed-use tower in SoMA district in San Francisco.

Designed by San Francisco-based architectural firm Heller Manus, the 800 foot building is one of the newest projects from leading real estate developer Jay Paul Company, and is expected to be completed by 2016, an achievement that will make it the second tallest building in the city.

The branding side of 181 Fremont is being led by [Wordsearch](#), the world's largest creative agency for architectural and real estate marketing, an agency Liu has worked with for the last seven years.

Liu says, "San Francisco is a wonderful city filled with impressive architecture both old and new. I am happy to be able to contribute in any way to this exciting regeneration development."

In the past Liu worked as the advertising producer for Wordsearch's client The Shard, a London-based skyscraper that is the fourth tallest building in Europe, as well as the Canary Wharf, which she helped successfully brand as one of the world's leading financial districts.

A genius when it comes to creative design and advertising, Liu has become known for her ability to create an amalgamation of imagery and text that captivates any audience she communicates to. Although the breadth of her work to date spans the gamut, her strongest niche undoubtedly exists within the real estate and technology sector.

Through Wordsearch Liu worked as the advertising for Manhattan's One World Trade Center, which opened in 2014 and was designed by legendary architects David Childs and Daniel Libeskind. At



Susie Liu shot by Robin Gaultier

1,368 feet, the structure continues to be the tallest building in the western hemisphere, and the fifth tallest building in the world.

Wordsearch Creative Director Kelly Moore explains, "[Susie] is a very committed professional who has gained a fantastic reputation within the creative sector as being a very conscientious worker who has a vast technical knowledge of artwork, print and production at the highest level."

From brochures, signage and quarterly magazines to exhibition stands, marketing suites, technical plans and interactive presentations, Liu's creativity combined with her unfettered attention to detail has been an integral asset to a wide range of clients including HSBC, Abu Dhabi's Masdar City, New York's One World Trade Center, massive telecommunications company HTC, DHL, London's Battersea Power Station, Canary Wharf and others.

"I love problem solving and finding solutions. It's exciting to work for clients and people I feel passionate about and being able to deliver a great piece of work that inspires and meets their expectations," explains Liu. "Being involved with a project from the start and seeing it progress through the stages to the final product is an incredible feeling."

One thing that separates Liu from practically every other advertising producer is her long history of success as a creative art worker. An artist with a keen eye for powerful imagery, Liu parlayed her talents into the world of graphic design early on in her professional career.

"Having the design background provides me with the ideas and visual understanding of how something should look and feel and the role of a creative art worker gives you the technical skill set to create it," says Liu.

Unlike the majority of wildly creative artists however, she is an adept project manager who is able to guide and ensure that her team delivers work on time and perfectly inline with a client's vision. Over the years Liu has been tapped by creative advertising industry heavyweights including Hogarth Worldwide, Saatchi and Saatchi TFG (Sectorlight), Zone, FTI Consulting, Radley Yeldar, JWT, The Team, TS Designs and many more to lend her visionary approach to their clients.

Moore adds, "[Susie] is very experienced in leading a team as well as working autonomously. From managing her own projects and liaising with clients, designers and suppliers. Susie leads by example to motivate other members, and deliver work consistently."

Liu's history of success has clearly caught the attention of major international agencies and clients alike, and with the 181 Fremont nearing completion, it's only a matter of time before she adds another notch to her list of successful projects.

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