LI YE

Graphic Designer

liyedesign.com   yelidesign@yeah.net

SKILLS

- Adobe Illustrator
- Adobe Photoshop
- Adobe AfterEffects
- Adobe InDesign
- Adobe XD
- Adobe Premiere Rush
- Figma
- Procreate

EDUCATION

Savanah College of Art & Design
MFA Candidate, Graphic Design &
Visual Experience
Sep 2022–March 2025

*Tyler School of Art & Architecture,
Temple University*
BFA, Graphic & Interactive Design
Aug 2017–Mar 2021

FREELANCE

Ahguang Beier

Designer
Designed the branding and identity for an
online shop called Ahguang Beier. Registered
trademark in collaboration with China
Industry and Commerce Bureau.

EXPERIENCE

Savannah College of Art & Design

Graphic Design Teaching Assitant, Sep 2024–Nov 2024

- Actively assist students during work in class sessions, guiding and encouraging them to explore various opportunities, explaining concepts, and solving any technical issues that come up.
- Regularly check students' progress on their projects, providing feedback and ensuring they meet project deadlines.
- Evaluating student projects by following established rubrics and offering helpful critiques to support student's growth.

SCADpro x Deloitte Collaboration

Graphic Designer, Mar 2024–May 2024

- SCADpro is a collaborative design studio between current students and business leaders to solve real-world brand, marketing and design briefs.
- Participated in a project about building an app that help seniors better reduce fraud within federal health insurance program.
- Designed the UI/UX structure of the educational app component using Figma that help seniors gain necessary knowledge.
- Led the team as design manager for the final process book.
- Developed the layout for the process book.

iFresh Inc. (IFMK)

Online Assistant Intern, Jun 2020–Aug 2020

- iFresh Inc. is a company that manages the grocery super market chain and online grocer.
- Used Procreate and Adobe Illustrator to design posters and exhibition boards for the physical market.

Xiamen International Trade Group Co., Ltd.

Brand Assistant Intern, Jun 2019–Jul 2019

- Xiamen Internation Trade Group is a comapany that engages in supply chain management, real estate management, and financial services.
- Designed background images on product displays and figure illustrations using Photoshop and Procreate.
- Designed logos and icons using Adobe Illustrator for intercompany app.

Xiamen Meitu Technology Co., Ltd.

Graphic Design Intern, Jun 2018–Jul 2018

- Meitu Technology is a technolgy comapany that focus on photo editing and sharing software for smartphone.
- Collaborated and learned from the team to Improved skills about using design software such as Adobe Photoshop and Adobe Illustrator.
- Worked on sketches using Adobe Photoshop to support the team in developing an AI-driven virtual figure.