

JESSICA LI

Graphic Designer, Illustrator, UI/UX Designer

WORK EXPERIENCE

Content Marketer

The Chartered Governance Institute UK & Ireland

July 2022 - Present | London, UK

- Created, scheduled and executed long term and short term social media campaigns (Facebook, Instagram, LinkedIn). Designed and written content for newsletters for students, professionals and region based audiences.
- Branded digital and print assets for events and website. Used a CMS platform and HTML to format information.
- Redesigned post templates while fitting to brand guidelines and increased impressions and visibility.

Marketing and Design Intern

Fresh Tracks Canada Inc.

June 2021 - April 2022 | Vancouver, BC

- Reported to the lead Graphic Designer and communicated with the marketing team to produce email newsletters, social posts, call-to-actions, web content, and other marketing materials as quickly as next-day turnarounds.
- Rebranded over 50 different flat sheets for consistency and introduced an easy-to-use flat sheet flow system in PDF form for a better customer experience and ease of file management.
- Managed and curated creative assets. Responsible for organizing, editing, and distributing +3,000 images, videos, documents, logos, and other products.
- Designed layouts for 5 brochure booklets and launched one worldwide with a run of over 25,000 printed copies.


UI/UX Designer


Esvedra (contract)


Aug. 2021 - Dec. 2021 | Vancouver, BC

- Designed hi-fidelity mockups for ease of app use in virtual reality. Introduced a new form of meditation exclusively in VR and soon to be applied in the Metaverse.
- Researched the VR platform and the meditation practice and conducted AB testing with users to improve the interface design.
- Collaborated with a team of 5, consisting of 3D artists, designers, architects, and created a timeline for the production. We consulted with Esvedra stakeholders throughout the design process.

CONTACT

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EDUCATION

Bachelor of Design

Emily Carr University

Communication Design

2021

Exchange - Bachelor of Design

University of Reading

Communication Design

Jan - May 2020

SKILLS

Design Tools

Adobe Creative Cloud Suite

Figma & Sketch

Sketch

Wordpress/CMS platforms

Misc. Tools

Google Analytics

Social media platforms

Microsoft Office Suite

Dropbox

AWARDS

RGD Frontier Award for Editorial Design

WOO Publication | 2022

Applied Arts Student Award

WOO Publication | 2021