

# ANN LI

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## PROFESSIONAL EXPERIENCE

**SUNY Downstate Health Sciences University, Graphic Designer**, February 2024–Present

- Design outdoor signage, reports, flyers, posters, brochures, newsletters, and other assets, ensuring the consistent use of institutional style guides
- Advise faculty and staff in shaping and problem solving institutional communication efforts
- Maintain production schedule by printing requested projects for clients in a timely manner
- Consult on web design and digital signage messaging

**PingPong Design Studio, Freelance Designer**, February 2022–Present

- Design magazine spreads, reports, social media graphics, posters, letterheads, mockups, brand assets, websites, Powerpoint slides, newsletter graphics, signage and fact sheets for over 35 brands
- Create vector graphics and charts to show large sets of data in clear infographics
- Develop and research iconography to graphically demonstrate concepts in materials

**NYC Department of Consumer and Worker Protection, Graphic Designer**, April 2022–February 2023

- Executed the design of ads, and print and digital materials for the 2023 and 2024 NYC Free Tax Prep public awareness campaigns, posted across 3,100 public transportation displays and LinkNYC kiosks
- Designed flyers, brochures, postcards, reports, advertising, inspection checklists, posters, signage, business cards, banners, and promotional items
- Provided design support for 50+ digital projects, including graphic needs for the agency's intranet, website, and social media platforms
- Collaborated with team to develop concepts and materials for Financial Empowerment Center and Food Delivery Worker public education campaigns

**Liquor Lab, Graphic Design Intern**, June 2021–December 2021

- Designed 20+ recipe cards and shopping lists for classes of up to 100 attendees
- Collaborated with design team to make marketing, print, and packaging materials, including video thumbnails, posters, flyers, banners, boxes, social media graphics, dielines, and labels to promote brand and products
- Utilized DaVinci Resolve to edit and col cvv or grade five on-demand class videos

## VOLUNTEER EXPERIENCE

**13th Street Cat Rescue Graphic Design Volunteer**, June 2021–October 2021

Designed vector art for the shelter's October 2021 t-shirt fundraiser campaign which sold 103 shirts and raised \$900

## EDUCATION

**New York University**, Bachelor of Arts in Global Liberal Studies, May 2021

Minor: Digital Art and Design

Honors: Dean's List (2017–2021), magna cum laude, University Honors Scholar

## CERTIFICATES

**Parsons School of Design**, The New School Graphic and Digital Design Certificate Program, April 2021–April 2023

## SKILLS

Adobe Creative Cloud (Photoshop, Illustrator, InDesign, After Effects, Animate), Web (HTML, CSS, WordPress, Figma), Social Media (Instagram, Facebook, X, LinkedIn), Hootsuite, Sprout Social, MailChimp, Constant Contact, Chinese (Mandarin), Microsoft Office (Word, PowerPoint, Excel)