

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
- Create designs for University Hospital at Downstate and affiliated Downstate Health clinics, and assist in the execution of the #KeepCareClose campaign
- Maintain production schedule by printing requested projects for clients in a timely manner
- Advise and consult on institutional communication efforts, web design and digital signage messaging
- Create vector graphics and charts to show large sets of data in clear infographics and maps
- Research and illustrate iconography to graphically demonstrate concepts across marketing materials

PingPong Design Studio, Freelance Designer, February 2022–February 2024

- Develop magazine spreads, reports, social media graphics, posters, letterheads, mockups, brand assets, websites, Powerpoint slides, newsletter graphics, signage and fact sheets for over 35 brands
- Utilize Figma to design webpage layouts, improving interactivity and reinforcing brand identities
- Edit and animate short videos and gifs to create impactful visuals for social media, presentations, and mockups
- Visualize and enhance compelling social media graphics through the use of generative AI

NYC Department of Consumer and Worker Protection, Graphic Designer, April 2022–February 2024

- 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, ensuring classes run smoothly
- Collaborated with design team to design 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 color grade five on-demand class videos

EDUCATION

New York University, Bachelor of Arts in Global Liberal Studies

CERTIFICATIONS

Parsons School of Design, The New School Graphic and Digital Design Certificate Program

COOP Careers, Digital Marketing Apprenticeship

Learned the fundamentals of digital marketing through 200+ hours of hands-on workshops

SKILLS

Adobe Creative Suite (Photoshop, Illustrator, InDesign, After Effects, Animate), Figma, WordPress, Canva, Social Media, Hootsuite, Sprout Social, MailChimp, Constant Contact, Chinese (Mandarin), Microsoft Office