

ANN LI

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PROFESSIONAL EXPERIENCE

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

- Design and execute multi-channel visual communications for a major public health institution, including environmental signage, print collateral, digital assets, and data-driven infographics
- Ensure visual consistency across University Hospital and affiliated clinics by enforcing institutional brand standards
- Translate complex healthcare data into accessible infographics and vector visual systems
- Advise internal stakeholders on communication strategy, web design updates, and digital messaging
- Manage production timelines and print coordination to deliver high-volume projects efficiently and on schedule

PingPong Design Studio, Freelance Designer, February 2022–Present

- Deliver brand, editorial, and digital design solutions for 35+ clients across private, startup, and nonprofit sectors
- Design magazine layouts, reports, social campaigns, signage systems, presentations, and branded marketing collateral
- Animate and edit short videos and gifs to create impactful visuals for social media, presentations, and mockups
- Integrate generative AI tools into concept development and workflows to enhance efficiency and visual exploration
- Design social media graphics and captions for Giving Gap, a directory for Black-founded nonprofits, achieving 70K+ views and a 7.3% average engagement rate (double the industry average) across 248 posts

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

- Led visual design for the 2023–2024 NYC Free Tax Prep public awareness campaigns, deployed across 3,100+ MTA and LinkNYC placements citywide
- Developed scalable campaign systems spanning out-of-home advertising, print collateral, digital graphics, and promotional material
- Delivered 50+ digital projects for intranet, website, and social platforms, ensuring accessibility and brand alignment
- Collaborated cross-functionally with marketing, policy, and communications teams to translate public service messaging into accessible design

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

- Designed packaging systems, dielines, and product labels aligned with brand guidelines
- Produced print, marketing, and digital assets supporting product launches and consumer engagement
- Edited and color graded on-demand class videos using DaVinci Resolve

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

Design: Adobe Creative Suite (Photoshop, Illustrator, InDesign, After Effects, Animate, Premiere Pro, Firefly, Acrobat), Figma, Microsoft Office (PowerPoint, Word, Excel), Canva, Google Suite (Slides, Docs, Sheets)

Web & Email: WordPress, Sprout Social, Facebook, Instagram, LinkedIn, MailChimp, Constant Contact, Buffer

Language: Mandarin Chinese (Intermediate proficiency)