



Xinping Li

Graphic Designer & Illustrator

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Summary

Freelance graphic designer and illustrator with experience in designing logos, flyers, social media graphics, web design, print design, and illustration. Proficient in Adobe Creative Suite and Procreate. Detail-oriented and committed to producing high-quality designs that meet clients' needs.

Education

San Francisco State University 2019

Bachelor of Science in Visual Communication Design

City College of San Francisco 2017

Arts and Humanities Associate in Arts

Skills

Adobe Creative Suite (Photoshop, Illustrator, InDesign, Lightroom)

Procreate

Illustration

Web Design

Print Design

Typography

Logo Design

Layout Design

Book Design

Figma

Bilingual Languages

English

Chinese (Cantonese and Mandarin)

Experience

Graphic Designer Contractor 2022 - Present

Skimble, Inc. Salt Lake City, Utah

- Created graphic design contributions (e.g. UI, UX) for Skimble's training platform.
- Created social media graphic material and marketing design assets.

Freelance Graphic Designer & Illustrator 2020 - Present

LisenID, Co. Ltd. Delaware 2022-2023

- Redesigned existing website and company's logo, and collaborated with clients to understand their design needs and requirements.
- Building wireframes & prototypes, and handling all composition, color, typography, and graphics for the project.
- Delivered final designs and provided ongoing support as needed.

Author: Myriam Chen. (*The Chens, A Family Saga*). San Francisco, CA 2020-2021

- Collaborated with an editor and self-published authors to design a book.
- Provided cover, gatefold, foil stamping design, and cover specifications design solutions. Layout and typesetting in bilingual English and Chinese.
- Created watercolor artwork for the dust jacket and chapter illustrations.
- Hosted weekly Zoom meetings to update progress and address pending production-related issues.
- Proofread design and prepared final documents for the printer.

Yilin Original Magazine, Beijing, China 2020

- Designed a creative illustration for the magazine cover for the November issue 2020.

Art Studio Design Assistant 2020 - 2021

East West Art Studio, San Francisco, CA

- Assisted the studio team in creating 3D models and rendering. Retouched images and sculpture renderings.
- Designed and layout presentation boards for public art sculpture competitions.

Volunteer

Graphic Designer 2020 - 2021

One Richmond, San Francisco, CA

- Designed a poster in English and Chinese versions for the 2021 National Senior Citizen Day event.

Award

- Hiii Illustration 2021 International Competition Uncommissioned Illustration Works Finalist
- HONOR Talents Global Design Contest 2021 Best Design Award
- Hiii Illustration 2020 International Competition Uncommissioned Illustration Works Finalist