

Xinping Li

ILLUSTRATOR & GRAPHIC DESIGNER

CONTACT

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SUMMARY

Versatile and detail-driven graphic designer and illustrator with expertise in social media graphics, branding, and print design. Proficient in Adobe Creative Suite and Procreate for crafting compelling visual designs.

EDUCATION

San Francisco State University
2019
Bachelor of Science in Visual Communication Design

City College of San Francisco 2017
Associate in Arts, Arts and Humanities

SKILLS

Adobe Creative Suite (Photoshop, Illustrator, InDesign, Lightroom)
Procreate
Figma
Illustration
Print & Editorial Design
Web Design
Packaging Design
Typography

BILINGUAL LANGUAGES

English
Chinese (Cantonese and Mandarin)

EXPERIENCE

Freelance Illustrator & Graphic Designer

Self-Employed

2020 - Present

- Worked with clients across diverse industries to develop custom illustrations, branding assets, and print materials.
- Delivered high-quality, print-ready designs for packaging, editorial, and marketing campaigns.
- Managed client relationships, ensuring clear communication and timely project delivery.

Selected Projects:

- Publix Super Markets, Inc.:** Designed custom illustrations for ice cream packaging, aligning with brand guidelines.
- Vince Cerasani of Rotary International:** Created two original illustrations for a feature article in the December 2024 issue.
- LisenID, Co. Ltd.:** Redesigned the website and logo, improving user engagement and brand identity.
- Myriam Chen:** Collaborated with an editor and authors to design and publish a bilingual book, including cover art and layout.
- Yilin Press:** Designed a creative illustration for the magazine cover for the November 2020 issue.

Graphic Design Contractor

Skimble, Inc. (Salt Lake City, Utah)

2022 - Present

- Improved intuitive user interfaces, enhanced app features, and increased user engagement.
- Designed social media graphics and marketing materials, enhancing campaign performance.

Art Studio Design Assistant

East West Art Studio (San Francisco, CA)

2020 - 2021

- Developed detailed 3D models and floor plans using CAD and SketchUp to support public art proposals.

VOLUNTEER

Graphic Designer

2020 - 2021

One Richmond (San Francisco, CA)

- Designed bilingual posters for the 2021 National Senior Citizen Day event.

Richmond Senior Center (San Francisco, CA)

- Designed the 'Work with Love' logo for the Richmond Senior Center's volunteer program (2020).

AWARDS

- Northern Illustration Prize 2023 – Emerging Illustrator Shortlisted
- Hiii Illustration International Competition 2023 – Uncommissioned Illustration Finalist
- HONOR Talents Global Design Contest 2021 – Best Wallpaper Design Award