

Margaret Li

Graphic Designer

Contact

Email

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Phone

650-867-9618

Portfolio

www.margaret.li

Skills

Design

Photoshop

Illustrator

InDesign

Web

HTML

CSS

Shopify

Webflow

Education

California State University, Los Angeles

BA in Graphic Design

Aug 2016 – May 2019

College of San Mateo

Art

Aug 2014 – May 2016

Boston University

Economics

Jan 2015 – Jul 2015

Work Experience

Lead Graphic Designer @ Nayad

Jul 2020 – Present

- Produce daily and weekly social media graphics, driving a growth in engagement metrics and audience interaction
- Manage the company site through coding and image optimization, resulting in an increase in new users
- Standardized product photo retouching throughout all assets to ensure high-quality and uniform imagery on every platform
- Crafted seasonally-themed patterns for limited-edition water bottles, earning repeated client requests
- Collaborated on marketing materials, generating a boost in organic search traffic post-event
- Supported diverse visual identities for sub-brands by developing cohesive visual identities and customizing Shopify themes

Freelance Graphic Designer @ Frontier Media

Dec 2019 – Aug 2021

- Improved Instagram activity by curating weekly infographic posts adapted into easily readable single or multi-slide formats

Freelance Web Designer @ Eebs Media

Jan 2017 – Jul 2020

- Delivered high-performing WordPress websites for clients, composing page designs and accelerating data entry processes

Student Graphic Designer @ CSULA Library

Nov 2018 – Aug 2019

- Strengthened the library's presence on campus by modernizing branding materials and web design
- Expedited department assignment deadlines with rapid turnaround times and consistently exceeding expectations
- Enhanced team efficiency by mentoring a back-end developer in front-end coding techniques, streamlining their workflow