

# Margaret Li

Lead Graphic Designer

## Contact

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### Email

me@margaret.li

### Phone

650-867-9618

### Portfolio

www.margaret.li

## Skills

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### Design

Photoshop

Illustrator

InDesign

Canva

### Web

HTML/CSS

Shopify

Webflow

## Education

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### 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

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### Lead Graphic Designer @ Swell Media Solutions

April 2025 – Present

- Design high-volume creative across multiple clients, including paid social ads, website visuals, and marketing collateral
- Create static and video ad content for Meta and LinkedIn campaigns
- Contribute to brand development, campaign creative, and internal design systems
- Adapt designs across multiple brand guidelines, ensuring consistency across diverse client accounts

### Graphic Designer @ Nayad

Jul 2020 – March 2025

- Produced daily and weekly social media graphics to support audience growth and engagement
- Managed website updates, including coding and image optimization
- Designed seasonal patterns for limited-edition products, leading to repeat client requests

### Freelance Graphic Designer @ Frontier Media

Dec 2019 – Aug 2021

- Translated research into infographic content for social media, creating clear and engaging visuals for Instagram

### Freelance Web Designer @ Eebs Media

Jan 2017 – Jul 2020

- Built and designed WordPress websites for small business clients, improving usability and visual presentation

### Student Graphic Designer @ CSULA Library

Nov 2018 – Aug 2019

- Modernized branding materials and web assets to improve visual consistency across digital platforms