

Liying Wang

Designer

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About

Innovative and detail-oriented Designer, adept at navigating the entire design process, from ideation to execution, while consistently meeting deadlines and exceeding client expectations.

Skills

Typography | Editorial Design | Branding Identity | Motion Design | UI/UX Design | Illustration | Packaging Design | HTML & CSS Basics

Adobe Creative Suite (After Effects, Photoshop, InDesign, Illustrator, XD, etc.) | Figma | InVision | G suite | Microsoft PowerPoint | Monday | Picter

Education

2023 - 2025 (In Progress)

MBA, Data Analytics

Sofia University,
Palo Alto, CA

2017 - 2020

MA, Graphic Design & Digital Media

Academy of Art University,
San Francisco, CA

2012 - 2016

BA, Theatre Film and TV Fine Arts Design

Gengdan Institute of Beijing University
of Technology,
Beijing, China

Experiences

2022 - 2024

Graphic Designer

Full-time with Superbolt,
New York, US

- Conducting comprehensive brand audits and developing launch strategies for diverse clients, resulting in an impressive 80% client conversion rate.
- Leading end-to-end design processes, ensuring every element contributes to a cohesive brand identity that resonates with the target audience.
- Collaborating cross-functionally to produce high-impact creatives that convey the brand's voice and support clients in achieving business objectives. Notably contributed to clients achieving their highest revenue days during BFCM, surpassing previous records by an outstanding 45%.
- Managing and coaching Junior/Intern designers, fostering their skill growth, and overseeing their effective implementation of design strategies.

2021 - 2022

Jr. Graphic Designer

Full-time with Superbolt,
New York, US

2020 - 2021

Graphic Design Intern

Internship with Superbolt,
New York, US

2015 - 2016

Social Media Executive

Internship with China Network Television,
Beijing, China

- Oversaw all company social media accounts management.
- Optimized content for publication across various social media sites.
- Keep up to date with any social media trends and align with them.
- Monitored users' engagement with and feedback on every post.