# Liying Wang

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## About

Creative and data-savvy Graphic Designer with experience crafting high-performing visual content for DTC brands. Proven track record in designing and iterating growth ads across Meta, TikTok, Pinterest, and email using Figma and Adobe CC. Passionate about testing creative hypotheses, optimizing based on engagement metrics, and delivering pixel-perfect visuals in fast-paced, collaborative environments. Seeking to bring bold ideas, sharp execution, and performance-driven thinking to the team.

## Skills

Graphic Design | Visual Identity | Marketing & Branding | Social Media | Motion Graphics | Video Editing | CAD | UI/UX Design | HTML & CSS

Adobe Creative Suite (After Effects, Photoshop, InDesign, Illustrator, XD, etc.) | Figma | Canva G suite | Microsoft 365 | Monday.com | Picter

## Education

Jul 2023 - Present
**MBA, Data Analytics**

Sofia University | Palo Alto, CA

Sep 2017 - May 2020
**MA, Graphic Design & Digital Media**

Academy of Art University | San Francisco, CA

Sep 2012 - Jun 2016
**BA, Theatre Film and TV Fine Arts Design**

Gengdan Institute of Beijing University of Technology | Beijing, China

## Languages

**English, Mandarin**

## Experiences

Jul 2022 - Feb 2024
**Graphic Designer**

Full-time | Superbolt | New York, US (Remote)

- Developed and launched performance-focused creative campaigns for brands, producing high-converting static and motion-based growth ads.
- Conducted A/B and multivariate testing on ad creative across social media; optimized based on CTR, CAC, and engagement metrics.
- Designed ad assets tailored to different funnel stages—prospecting, retargeting, and conversion—to drive scalable acquisition.
- Collaborated with Marketing, Copy, and Web teams in fast-paced sprints to produce and refine ad creative based on live feedback.
- Led internal creative brainstorms and helped establish brand-aligned design systems and style guides for clients across beauty, wellness, and lifestyle categories.
- Mentored junior designers and interns, providing feedback and ensuring alignment with performance-driven design goals.
- Achieved goals, and directly contributed to clients' 45% YoY revenue growth during Black Friday/Cyber Monday campaigns by deploying targeted ad iterations.

Feb 2021 - Jun 2022
**Jr. Graphic Designer**

Full-time | Superbolt | New York, US (Remote)

- Produced static ads, landing page assets, and social creatives for client campaigns in collaboration with creative and growth teams.
- Executed design updates with meticulous attention to visual quality, responsiveness, and testing variations.

Aug 2020 - Jan 2021
**Graphic Design Intern**

Internship | Superbolt | New York, US (Remote)

- Supported senior designers in creating branded assets across Meta, IG and email; gained hands-on experience in performance marketing design processes.

Nov 2015 - Mar 2016
**Social Media Executive**

Internship | China Network Television | Beijing, China

- Managed social media content calendar, aligning posts with engagement trends and real-time user feedback.
- Boosted engagement rates by adapting visual formats and messaging to match platform algorithms and user behaviors.