

LIYING WANG

Multidisciplinary Designer

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ABOUT

Senior leadership-facing designer specializing in data-informed presentations and visual storytelling assets for C-suite and VP stakeholders. My expertise lies in building scalable design systems that ensure absolute brand and visual consistency across the entire journey. I blend visual clarity, analytical thinking, and structured problem-solving, shaped by experience in global tech and performance-driven digital marketing environments. Known for delivering polished work under high confidentiality and tight timelines.

SKILLS

Design Systems | Executive Presentation Design | Visual Storytelling | UI/UX Design | Communications | Data Visualization | Brand & Marketing Design | Motion & Video

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

EDUCATION

MBA, Data Analytics & AI | Palo Alto, US
Sofia University Jul 2023 - Present

MA, Graphic Design & Digital Media
| San Francisco, US
Academy of Art University Sep 2017 - May 2020

BA, Theatre Film & TV Fine Arts Design
| Beijing, China
Gengdan Institute of Beijing University of Technology Sep 2012 - Jun 2016

AWARDS

2023 **Bronze A' Design Award Winner**
2026 **Silver MUSE Creative Award Winner**
2026 **A' Design Award Winner**

EXPERIENCE

Cisco via INSPYR | Milpitas, US (Remote)

Graphic Designer, Executive & Visual Communications Aug 2025 - Present

- Serve as the designer within the CMO Office, supporting the SVP/CMO and senior leadership with executive-ready decks and visual narratives for high-visibility initiatives.
- Own the design and production of communication assets for company-wide forums—including All-Hands, leadership briefings, and strategic update meetings—helping clarify priorities for large internal audiences.
- Support the visual direction and slide system for WebexOne 25, AI Summit, ENCAB, Cisco Live EMEA keynotes, creating motion-ready layouts, and cross-functional frameworks adopted by product and marketing teams.
- Translate complex data, KPIs, and business narratives into clear visual systems that make information easier to present, discuss, and act on at the leadership level.
- Develop and maintain design systems, reusable templates, and content frameworks that increase consistency and reduce turnaround time for executive communications.
- Partner closely with product, marketing, comms, and analytics leaders to structure messages, prioritize key points, and align narrative flow across high-stakes presentations.

Superbolt | New York, US (Remote)

Graphic Designer Jul 2022 - Feb 2024

Jr. Graphic Designer Feb 2021 - Jun 2022

Graphic Design Intern Aug 2020 - Jan 2021

- Designed landing pages, static, motion, and modular creatives to support growth across 10+ DTC brands in beauty, wellness, fashion, food/drink, and lifestyle.
- Collaborated with growth teams to iterate on campaigns using A/B and multivariate testing, refining creative based on CTR, CAC, ROAS, and audience behavior trends.
- Produced creatives to support full-funnel journeys—prospecting, retargeting, and conversion—ensuring consistency between ads, landing pages, and post-click experiences.
- Produced client-facing decks and testing recaps that turned performance metrics into clear visual stories for marketing and brand stakeholders.
- Contributed to brainstorms, documented design systems, and supported junior designers and interns on visual quality and testing alignment.

China Network Television | Beijing, China

Social Media Executive (Internship) Nov 2015 - Mar 2016

- 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.