



# DEMI LOK YEE LI

## CONTACT

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Philadelphia, PA

## EDUCATION

Temple University

Klein College of  
Media and Communication

Bachelor of Arts in  
Advertising; Art Direction

GPA 3.84, cum laude

## SKILLS

Photoshop • Illustrator • Indesign

Hubspot • Figma • Mailchimp

Hootsuite • Audition • Premiere

Office 365 • Email Marketing

Website Prototyping • UX Design

Copywriting • English • Cantonese

## ACHIEVEMENTS

**Dean's List Scholarship**

*Temple University*

**Dean's List**

*Temple University*

**Contest Finalist**

*2018 Temple Analytics Challenge*

## EXPERIENCE

SEP 2020 **Graphic Design/Production | Signarama**

- FEB 2021 » Design, layout and produce a variety of interior and exterior signage in compliance with established design standards using software such as Flexi, LED Wizard, SignWizard and VCarve
- » Operate large format digital printer, graphic plotter and laminator

AUG 2015 **Freelance Artist | LYLI**

- PRESENT » Illustrate original and customized content tailored towards client requests using Clip Studio Paint and Adobe Illustrator
- » Complete over 1,000 personal commissions in the past 6 years, interacting with a client base of over 100 people and seeing an average of 80% repeat customers

MAY 2019 **PR Content Manager | Temple University Esports Club**

- PRESENT » Establish a brand voice and design stream overlays, banners, flyers and other advertising pieces for club promotion
- » Organize and create graphics for social media campaigns to promote inhouse events and fundraisers on Twitter, Twitch and Instagram
- » Create and manage email marketing campaigns using Mailchimp, sending monthly newsletters to over 400 members with an average open-rate of 40% and an average click-rate of 11%

AUG 2019 **Graphic Design Intern | Pop Promos**

- DEC 2019 » Designed and edited lifestyle photography and product designs with Adobe Photoshop and Illustrator to showcase brand new products
- » Prepared and managed thousands of visual assets for email and print marketing

## FREELANCE PROJECTS

**Peter Mason | ExtriCARE**

JAN 2020-PRESENT

- » Launch a campaign redefining the ExtriCARE mission and brand; including a brand guide, a website redesign, and product advertisements
- » Build a UI prototype on Figma for an entirely new website design
- » Maintain website updates using Wordpress and Elementor

**David Mildenberg | Valley to Summit**

JUL 2020-PRESENT

- » Relaunch Valley to Summit's website, improving the fundamental wireframe and direction of the website using Wix in order to fix previous existing UX and UI design errors
- » Establish a brand guide, designed t-shirt merchandise, created a Facebook video ad, and created business card designs to further promote Valley to Summit's business.
- » Increase website traffic by 300% and doubled winter booking sales for 2020