

# Lilian Cao

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## EDUCATION

**Cornell University College of Human Ecology**, Ithaca, NY

Bachelor of Science in Design & Environmental Analysis

*Aug 2023 - May 2027*

*Relevant Coursework:* Visual Literacy & Design, Design Graphics & Visualization, Impactful Graphics, Human Centered Design Methods, Construction Documentation, Design for Workplace Management, Research Methods in Human-Environment Relations.

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## SKILLS

**Excellence** in Visual Design, Project Management, and Written Communications;

**Experience** with Adobe Creative Suite (InDesign, Photoshop, Illustrator, Lightroom), Rhino3D, Revit, SketchUp, AutoCAD, Figma, Canva, Blender, Google Suite, Microsoft Word;

**Proficient** in French, Mandarin, Cantonese.

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## EXPERIENCE

**Thread Magazine** at Cornell University, Director of Design | Ithaca, NY

*Aug 2024 - Present*

- Direct the full design production of an 80-100+ page semesterly fashion and culture magazine, translating high-level conceptual creative briefs into cohesive and print-ready visual narratives.
- Coordinate a fast-paced 21-day production sprint period, refining and polishing all design drafts and assets to ensure each spread meets Thread's standards and my own standards.
- Engineer the complete magazine architecture in Adobe InDesign, including the master layout, table of contents, staff credits, and stylistic elements like headers and footers.
- **Skills:** Editorial Design, Creative Direction, Project Management, Adobe InDesign, Photoshop, Illustrator, Team Leadership, Print Production, Brand Identity, Stakeholder Communication.

**Office of Sorority & Fraternity Life** at Cornell University, Media Intern | Ithaca, NY

*Aug 2025 - Dec 2025*

- Produced up to 3 weekly Instagram posts, including graphics, carousels, and Reels, to drive engagement within and outside of the Cornell Sorority & Fraternity Life community.
- Maintained strict adherence to SFL branding guidelines and Cornell University's visual identity to ensure a cohesive digital presence.
- Drafted strategic captions using Cornell Communications-approved language to uphold institutional image and reputation.
- Managed digital copyright compliance, navigating music licensing and asset usage rights with professional diligence.
- **Skills:** Canva, Adobe Photoshop, Lightroom, Instagram Strategy (Reels/Carousels), Brand Management, Professional Copywriting, Photography, Interviewing, Stakeholder Collaboration, Copyright Compliance.

**Delta Delta Delta, Alpha Beta Chapter**, Director of Philanthropic Sustainability Initiative | Ithaca, NY *Sept 2024 - Present*

- Spearheaded the transition of the chapter's philanthropic clothing resale operations from Depop to Instagram, optimizing for community engagement and increasing the digital following by over 330%.
- Evaluated and curated donated apparel for marketability and quality, managing the end-to-end lifecycle of 20+ unique assets.
- Conducted competitive market research to develop a tiered pricing strategy, maximizing philanthropic revenue while maintaining accessible price points for the student body.
- **Skills:** Product Photography, Visual Merchandising, Inventory Management, Platform Migration, Market Research.

**Cornell CUTN Funding Commission**, President | Ithaca, NY

*May 2025 - Present*

- Directed an 8-member executive board overseeing a \$160,000+ annual operating budget, managing the rigorous fiscal review and disbursement of funds to ensure institutional impact and financial accountability.
- Served as the primary strategic partner to the Cornell Campus Activities Office and University Directors, aligning student-led initiatives with institutional governance and university-wide policy frameworks.
- Re-engineered the funding infrastructure and evaluative criteria for 150+ diverse organizational stakeholders to ensure equitable resource distribution and transparency.
- Delivered briefings to university administration on the socio-economic impact of student programming, utilizing performance metrics to influence institutional policy updates regarding event-based funding.
- **Skills:** Strategic Leadership, Cross-Functional Communication, Stakeholder Management, Financial Management, Event Logistics, Policy Compliance, Process Optimization.