

Ivy Li Visual Designer

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EDUCATION

New York University

Integrated Design and Media (Bachelor of Science)

Aug 2021 – May 2025

New York, NY

PROFESSIONAL EXPERIENCE

Natasha Moor

Creative Development & Brand Identity

Feb 2025 – May 2025

Los Angeles, CA

- Designed visual identity elements, social media graphics, and brand decks, contributing to cohesive brand images that improved engagement across digital platforms.
- Developed and implemented comprehensive social media marketing plans, consistently posting appealing content that increased engagement and expanded audience reach.

Radiate

Graphic Design Marketing Intern

Aug 2023 – Dec 2023

New York, NY

- Designed social media graphics and executed marketing campaigns.
- Contributed to branding projects and integrated visuals within user interface design.
- Produced user flows, wireframes, and prototypes to address user needs.

Build4Good

UX/UI Design Intern

Jun 2024 – Aug 2024

Washington, DC

- Designed wireframes and interactive prototypes using Figma to optimize user experiences.
- Conducted comprehensive user research and usability testing.
- Collaborated with a cross-functional team.

Harmony

Visual Design Intern

Jun 2023 – Sep 2023

Palo Alto, CA

- Created innovative brand visuals using AI tools, demonstrating proficiency in emerging creative technologies.
- Integrated AI-generated assets into cohesive branding content.

New York University

Design Lab Technical Assistant

Feb 2022 – Dec 2024

New York, NY

- Provided administrative support and supported program labs and workspaces.
- Maintained and organized lab equipment and materials.
- Assisted students with hands-on prototyping and technical troubleshooting.

SKILLS

Creative: Visual Design, Graphic Design, Video Editing, Motion Graphics, Content Creation, Social Media Marketing, Creative Direction, UX/UI Design, Web Design, Illustration.

Tools & Software: Adobe Creative Suite (Photoshop, Illustrator, After Effects, Premiere Pro), Figma, Final Cut Pro, Canva, Capcut, Midjourney.

Languages: English (Native), Chinese Mandarin (Native).