

# Ivy Li

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## Summary

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Brand & Visual Designer specializing in crafting cohesive brand identities, intuitive interfaces, and content that resonates across digital, social, and client-facing touchpoints. Experience designing for early-stage startups: building scalable design systems, delivering production-ready assets, and elevating product narratives.

## Experience

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### Creative Development & Brand Identity Intern

Jan 2025 – May 2025

Natasha Moor Cosmetics

- Built end-to-end brand identity systems including logos, colors, typography, and content frameworks used across 5+marketing channels, strengthening brand consistency and increasing multi-platform engagement by 20% and developed polished brand decks and campaign narratives that aligned with brand positioning.
- Produced short-form video content (TikTok/Instagram Reels) that improved view rates, enhanced client acquisition, and boosted weekly audience reach by ~30% through data-informed creative direction.

### UX/UI Design Intern

Jun 2024 – Aug 2024

Build4Good

- Conducted user research and usability testing with 12+ participants, synthesizing insights into actionable UX updates that improved task success rates and information architecture and interaction patterns.
- Engineered user journeys, wireframes, high-fidelity prototypes, and early system components in Figma, optimizing interaction patterns and contributing foundational documentation to a scalable design system.

### Graphic Design Marketing Intern

Sep 2023 – Dec 2023

Radiate

- Designed marketing graphics, social content, and campaign visuals with Figma and Illustrator, elevating visual consistency, increasing engagement, and strengthening the brand's digital presence.
- Created UX deliverables by defining user flows, wireframes, UI layouts, and mid-fidelity prototypes in Figma that streamlined cross-functional alignment across product and technical teams, clarified feature requirements, and improved usability across emerging product features.

### Visual Design Intern

Jun 2023 – Sep 2023

Harmony

- Led creative strategy for digital campaigns by defining visual direction, narrative themes, and experimentation paths, using Midjourney and RunwayML to accelerate concept exploration by 40%.
- Integrated and refined AI outputs into cohesive brand-ready assets using Illustrator, Photoshop, and Figma, reducing production timelines while preserving creative and visual integrity across campaigns.

## Education

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### B.S. in Integrated Design & Media

Sep 2021 – May 2025

New York University

GPA: 3.83/4.00, Dean's List (All years), Honors Scholar

Campus Involvement: Worked as a Technical Assistant at NYU Design Lab, assisting 200+ students each semester with design workflows (Figma/Adobe) and prototyping while managing lab equipment, workshops, and daily operations.

## Skills

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**Creative:** Brand Identity, Art Direction, Visual Systems, Typography, Layout Design, Social Media Strategy, Storytelling, Prototyping, User Flows, Interaction Design, Design Systems, UX Research, Usability Testing, Cross-Functional Collaboration

**Technical:** Adobe Creative Suite (Photoshop, Illustrator, After Effects, Premiere Pro), Figma, Final Cut Pro, Canva, CapCut, Midjourney, Runway ML, FigJam, Miro, Sketch, Webflow, Notion, HTML/CSS, Python

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