



## JENNIE LI

Graphic Design & Illustration

### OBJECTIVE

I'm a designer with doodle origins, and a tummy that hungers for a diversity of flavors. I design very much the same way I cook, thank goodness I'm a much better designer than I am a chef.

### EDUCATION

#### Tyler School of Art, Temple University | Graduate 2017

Philadelphia, PA

BFA in Graphic & Interactive Design

### EXHIBITIONS & AWARDS

#### Tyler School of Art: Sophomore Love Exhibition | 2015

Philadelphia, PA

Awarded first place by Joe Spix

Joe Spix is a 2014 Grammy award winning art director, designer

#### AIGA Design for Good: T-Shirt Exhibition at Crane Arts | 2015

Philadelphia, PA

Participant & submission sold for Philabundance charity

### ORGANIZATIONS

#### AIGA | 2017–Present

Philadelphia, PA

### WORK EXPERIENCE

#### Content Watch | 2018–2019

Berwyn, PA

In-house Graphic Designer

Designer on a small but nimble in-house creative team at a tech start-up, serving both B2B and B2C audiences. Personally, responsible for graphic design and related project management of weekly newsletters, flash sale promotion campaigns, giveaways, and web page re-designs to improve user experience. Manage continued optimization of existing and new blogs using basic coding on the SilverStripe platform. Collaborated with a Fortune 100 partner to create designs for new direct to consumer social media promotional campaigns.

#### Multifamily Management of Philadelphia | 2013–2018

Philadelphia, PA

Administrative Assistant

Provided administrative and office support for the Dynasty Court Apartment location, duties included management of sensitive information and customer service.

### SKILL SETS

#### Operating Systems

Mac | Windows

#### Adobe Creative Cloud

Photoshop | Illustrator | InDesign | Muse | AfterEffects | Dreamweaver | Lightroom

#### Other

Microsoft Office Suite | Basic HTML | Basic CSS | Wordpress | Photography