






Mu Li · BRAND DESIGNER

CONTACT

 mulin.ca

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EDUCATION

Bachelors of Global Business & Digital Arts

University of Waterloo - 3.70 GPA With Distinction, Dean's Honors / 2014-2018

Intro to Front End with Javascript

Lighthouse Labs / 2020

Teaching English as a Foreign Language Certification

MyTEFL / 2018

SKILLS

Adobe CC (Ai, Ps, Lr, Pr, Ae, Id)

Figma

HTML

CSS

Wordpress

Email Builders

Motion Graphics

Wireframing

Web Design

User Testing

Design Thinking & Strategy

Photography

Communication & Organization

PROFILE

I'm an empathetic designer constantly seeking opportunities to learn. I would love to develop my skills by creating user-centric experiences through intuitive branding. I am excited to be a team player and help solve problems, building beautiful designs with my peers.

EXPERIENCE

Brand Designer

Moves Financial / Feb 2020 - Present

Strategically leading the Moves brand to ensure that it remains user centric and reflective of the company's vision.

Executing impactful, quality designs to support Growth team initiatives.

Communicate and collaborate on brand intentions in a fast paced Fintech startup to gain alignment on designs through presenting easily understandable design thinking.

Redesigned the marketing website, leading to better user experience and the acquirement of over 1,000 users in 1 month.

Creative Content Designer

AION & The Open Application Network / Feb 2020 - Jan 2021

Designed materials for the crypto coin AION's social media and marketing campaigns that captures the character of the brand, increasing engagement on all platforms.

Took initiative to further develop brand, moving visual strategy forward.

Graphic Designer, Native English Teacher

KidsEdge Education Center Hong Kong / Oct 2018 - Sept 2019

Took ownership of the marketing website and implemented Google Analytics to create an understanding of the user, which helped in the creation of intuitive designs.

Completely redesigned teaching materials and student publications, leading to increased efficiency and effective learning.

Managed all social media outlets, as well as content creation for them, which led to a 45% increase in engagement and 50% increase in followers.

Marketing Designer

Roadmunk / May - Aug in 2016 & 2017 (2x internship)

Collaborated with developers to gain an understanding of the development process by completing various web design projects such as the blog redesign and several landing pages that all led to sign-ups.

Quickly learned how to work in an agile startup environment, constantly solving problems and improving strategies.