

VANESSA LI



UI/UX DESIGNER & GRAPHIC DESIGNER

Executive Profile

I am a UI/UX Designer & Graphic designer with an 8-year marketing experience. I have a Great blending design and marketing expertise to create a balance of aesthetics and functionality.

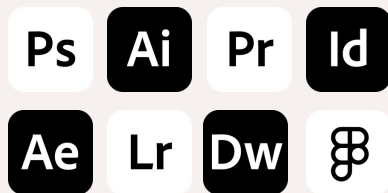
Contact Details

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Software Skills



Work Experience

International Recruitment Assistant

Humber Polytechnic · Contract Part-time

Jan 2024 - Present · 1 yr 3 mos | Toronto, Ontario, Canada

- Create engaging social media content, including video shooting, editing, and designing social media posts, website design and maintenance to connect with prospective and current students on digital platforms.
- Provide support for various administrative tasks, ensuring efficient communication and organization.

Digital Marketing Manager

Shanghai Jahwa · Contract Full-time

Aug 2017- Oct 2022 · 5 yr 3mos | Shanghai, China

- Conceptualized and guided the creation of brand visual and creative content through captivating imagery, engaging videography, and thoughtful graphic design.
- Implemented effective social and digital campaigns to boost brand awareness.
- Managed collaborations with celebrities, and influencers on platforms like TikTok, Red Note, etc.

Content Designer

DLG (Digital Luxury Group) · Contract Full-time

Apr 2016 - Jul 2017 · 1 yr 4 mos | Shanghai, China

- Led content strategy and creative storytelling for Montblanc's marketing campaigns, ensuring content was engaging and tailored for learning and brand engagement.
- Applied cognitive and behavioural insights to develop compelling taglines and campaign messaging.
- Designed interactive and mobile-friendly content for H5 platforms, optimizing digital learning and brand communication.

Education & Training

Humber Polytechnic

Diploma in Media Communications | Sept 2023 - April 2025

UI UX Design, Graphic Design, Photography, Videography, Marketing Strategy skills.

Shanghai University

Master Degree in English Language and Literature | Sept 2012 - June 2015

Qingdao Binhai University

Bachelor's degree in English Simultaneous Interpretation |

September 2008 - June 2012