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CATHERINE LI

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ABOUT

Experienced Graphic Designer and Creative Director with a demonstrated history of working in marketing and communications. Skilled in Graphic Design, Art Directing, Brand Identity, Photography, and working in collaborative environments.

EDUCATION

BIOLA UNIVERSITY, LA MIRADA, CA
Bachelor of Fine Arts, in Studio Arts-Design, May 2017

SKILLS

Adobe Creative Suite | Figma |
ProCreate | Google Suite | Notion

EXPERIENCE

EASE, HOUSTON, TX

Senior Graphic Designer

January 2022 - Present

- Produce digital marketing collateral for all events and campaigns
- Participate in content strategy meetings
- Lead the company rebrand with creative agency
- Lead initiative in brand identity and marketing for clients
- Produce company pitch decks for future investors

CITY OF HOPE, BALDWIN PARK, CA

Graphic Designer

March 2018 - January 2022

- Produce digital and print marketing and communications collateral
- Create visual identities for enterprise-wide events and departments
- Participate in a team effort to rebrand the enterprise
- Regularly meet with and present to clients for creative briefs and concept presentations to achieve alignment

LAKE AVENUE CHURCH, PASADENA, CA

Communications Coordinator

November 2017 - March 2018

- Organize production schedules for marketing campaigns
- Produce weekly all-church communication pieces
- Partner with Director of Communications in crafting and communicating the theme and vision of communications print materials, social assets, email newsletters, website materials, and emerging trends and platforms.

BIOLA UNIVERSITY STUDENT PROGRAMMING & ACTIVITIES, LA MIRADA, CA

Graphic Designer

June 2016 - May 2017

- Partner with Communications Director to design marketing and communications materials for Student Government activities and events
- Create visual identities and promotional material
- Design web and print ad campaigns for university events
- Meet with clients to discuss and address potential needs

EDGE PROJECT, ALTEA, SPAIN

Visual Director Internship

June 2016 - July 2016

- Document and summarize weekly events with photography and video
- Design marketing and promotional material to be distributed in print and on web