

CHERYL QIAN

Graphic Designer | [Portfolio](#)

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EXPERIENCE

FREELANCE DESIGNER

Nova Digital

Mar 2022 - Present

- Conceptualized visual branding guidelines for emerging small businesses and nonprofits
- Streamlined user flow of client websites to increase conversions and reduce bounce rate
- Translated style guidelines into visually engaging marketing collateral, from social media posts to store merchandise

DEPARTMENTAL MARKETING ASSISTANT

Cornell Southeast Asia Program

Jun 2021 - Jan 2022

- Organized digital assets into easily accessible libraries for marketing campaigns
- Planned promotional releases for newly funded projects
- Directed all communication related to the creative revamp of program website
- Executed project milestones on a rigorous departmental timeline

GRAPHIC DESIGNER

Royal Rugs NYC

Jun 2020 - Mar 2021

- Managed customer relations and A/B testing email campaigns for 14k+ leads
- Overhauled original business website and increased visitor count by 20%
- Developed brochures and print collateral for trade shows and product exhibitions

EDUCATION

CORNELL UNIVERSITY

B.S. Design and Environmental Analysis

2021 - 2022 (Degree in Progress)

CUNY QUEENS COLLEGE

Fine Arts - Design

2019-2020