

Lillian Li. Yang

📞 042-189-1052 ✉️ nopeyangli@gmail.com 📍 Franklin, ACT 2913
💻 <https://nopeyangli9.wixsite.com/lillianyang> 🔗 <https://linkedin.com/in/lillianyangli> 🐙 <https://github.com/lillian0624>

About Me

- Enthusiastic designer with 4 years' experience in UI/UX and graphic design, delivering successful solutions for brands across websites, applications, and advertising
- Skilled in wireframing, prototyping, product design, and digital content creation, with a strong commitment to user-centered design principles and implementing innovative solutions
- Creative, detail-oriented, continuously learning, team-oriented, and resilient under stress

Professional Skills

- Proficient in Figma, and Adobe Creative Suite, including Photoshop, Illustrator, and InDesign
- Skilled in HTML, CSS, JavaScript and React.js
- Strong understanding of human-centred design principles, usability testing, and accessibility standards
- Ability to translate complex concepts into visually appealing designs that are clear and user-friendly
- Demonstrated ability to establish document standards and effectively manage multiple projects concurrently
- Excellent communication and collaboration skills
- Meticulous attention to detail with a keen eye for visual design and user experience

Professional Experience

AVoice

Mar 2023 - Now

Web Designer Volunteer

AVoice aims to enhance the resilience of women against domestic violence and to create a gender-equal world

- Collaborating with colleagues from various departments to identify target websites, including a web portal, a rescue site, and a fundraising site
- Conducting user research and category analysis to inform website functionality decisions
- Identifying the functional modules of the website and using Figma to output the prototype interaction diagram of the website
- Taking charge of branding design and developed comprehensive documentation and design standards
- Ensuring on-time delivery of high fidelity design drawings and interfaces with front-end engineers

ARRB National Transport Research Organisation

Marketing Designer

Nov 2022 - Mar 2023 | Canberra

- Collaborated with marketers and web teams in brainstorming sessions to develop and deliver innovative creative concepts and designs

- Executed content design and effectively communicated design requirements to achieve brand promotion goals, encompassing banners, posters, brochures, online advertising materials, websites, roll-up banners, and more
- Ensured consistency in brand identity by adhering to brand guidelines while meeting the company's marketing needs

Project Achievements

1.Brand Upgraded

Spearheaded the company's Visual Identity enhancement, encompassing website and offline content updates

2.Marketing Recognition

Successfully contributed to marketing objectives and increased brand awareness through impactful promotional material design

1348 PTY LTD

Senior Digital Designer

Nov 2022 - Mar 2023 | Canberra

- Led website design, encompassing requirements analysis, prototyping, UI design, and iterative product optimization
- Designed and implemented high-quality user interfaces and interaction design solutions for web and mobile applications
- Collaborated with cross-functional teams, including product managers, developers, and stakeholders, to define and implement innovative design solutions
- Conducted user research, prototyping, testing, and evaluation to validate design solutions
- Ensured alignment of design solutions with organizational brand and design guidelines
- Provided training and guidance on design systems and tools to support the design team

Project Achievements

1.Effective Design Solutions

Customized designs for increased brand exposure and customer orders

2.Design-driven Marketing Success

Empowered brands to drive profits through strategic design contributions, including website development, social media content design, and offline promotional material design, fostering engaging and impactful brand experiences

HungryPanda AU PTY LTD

Graphic Designer

Oct 2019 - Mar 2021 | Melbourne

- Developed visual identity guidelines and maintained the consistency of the company's online and offline design assets
- Utilized content management systems (CMS) like WordPress and Drupal to efficiently create, edit, and manage website content
- Designed promotional advertisements for social media platforms including Instagram, Facebook, and YouTube
- Demonstrated exceptional attention to detail while successfully managing multiple projects concurrently using Slack and Trello for team collaboration and project management

Project Achievements

1.Achieved Increased marketing Conversions

Designed and implemented compelling promotional materials resulting in a significant boost in conversion rates, driving successful outcomes and surpassing project KPIs

2.Strengthened Brand Recognition

Developed visually captivating and cohesive promotional materials, contributing to heightened brand visibility and recognition, positively impacting market reach and establishing a memorable brand presence

3.Received high recognitions from design team

Actively fostered a collaborative environment, sharing design insights and experiences, while also embracing the opportunity to incorporate new design techniques such as C4D

Soundground Technology Co., Ltd

UI / UX Designer

Jul 2016 - Oct 2019 | ChengDu

- Led product design and visual interactive experience for the company, covering both mobile and web products
- Implemented effective indexing and cataloging systems to ensure easy access and retrieval of materials
- Tracked project progress and coordinated problem-solving efforts, facilitating efficient project management
- Assisted product managers in writing and developing user documentation

Project Achievement

1.Enhanced brand appeal

Successfully finalized the design of the company portal and subsidiary website, significantly enhancing the overall brand appeal and establishing a cohesive online presence for the organization

2.Risktech Securities Edition System

Successfully conceptualized, designed, and delivered three distinct versions, effectively meeting the requirements and objectives of the project while ensuring a visually appealing and user-friendly UI/UX experience

Chengdu MiniSuperman Technology Co., Ltd

UI / UX Designer

Dec 2014 - Jun 2016 | ChengDu

- Accumulated advanced interactive experience by actively participating in predefined product and interactive design projects, focusing on understanding customer needs and effectively coordinating with developers to achieve high-quality outcomes
- Optimized products based on online feedback and played a key role in creating the company's official website
- Assumed responsibility for enhancing and maintaining the brand's visual system, ensuring design content aligned with brand unity

Education

Bachelor of Electronic Information Engineer

University of Electronic Science and Technology of China

Sep 2011 - Jun 2015

Get-into tech Program

INCO Academy

May 2023 - Now

All-round consolidation of knowledge in web design and enhancement of professional skills.

Referees

Referees to be provided on request