

XIAO LI

xiaoli-studio.com

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SKILLS

Proficient in HTML, CSS, JavaScript, PHP, ReactJS, Photoshop, InDesign, Illustrator, Painting

Strong Skill in Web Design, Communication, Marketing Coordination, Social Media Management

WORK EXPERIENCE

ThinkTank Learning Jan. 2017 - Present
Web and Graphic Designer, Fremont, CA

- Developed ThinkTank Learning website shopping carts, class charts, multi-location map functions in ReactJs and redesigned the website layout using PHP, Javascript, HTML5, and CSS.
- Designed hundreds of flyers, booklets, business cards, e-blasts and graphic design works in Photoshop, InDesign and Illustrator and thousands of flyers were distributed to future clients.
- Managed the social media accounts of ThinkTank Learning, including providing graphic design and writing articles in Facebook and WeChat about five times per week.
- Assisted Sales and Marketing team with local events preparation and clients data collection, improving the brand awareness effectively.

Carve Digital Mar. 2017-Nov. 2017
Web Developer and Designer, Denver, CO

- Managed website for four clients, including content and design updates and fulfilled client's business requirements with significant customer interaction.
- Provided an individual design for a client in Photoshop, Illustrator and WordPress, starting their online influence.

Access Asia Tours Jan. 2017-May. 2017
Marketing and Web Developer, Denver, CO

- Created a new visual appealing and user friendly website and uploaded the new content, and redesigned flyers, which attracted twenty percent more visitors.
- Effectively utilized social media, making posts, designed email marketing campaigns, designed flyers for individual tour promotions, and assisted with travel show promotional materials.
- Updated social media accounts, including Facebook and Twitter, posted new, interesting and engaging content.

The Sting KSU Jan. 2015-Dec. 2015
Web Editor, Atlanta, GA

- Maintained The Sting KSUs website and social posts, including updating user-centric information and graphics.
- Completed content, graphic and backend migration and redesigned to the new homepage.

EDUCATION

University of Denver, Denver, CO Nov 2017
Master of Science in **Information and Communication Technology** GPA: 3.77
Courses: Usability Design for Websites, Web Enabled Information Systems, Database Administration

North China University of Technology, Beijing, China Jun 2016
Bachelor of Arts in **English** GPA: 3.63
Courses: Business Foundation, Enterprise Architecture, Technical Foundation

Kennesaw State University, Kennesaw, GA Dec 2015
Bachelor of Science in **Technical Communication** GPA: 3.69
Courses: Website Design and Management, Advanced Web Design, Web Graphic Production