

Georgina Li

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EXPERIENCE

Jinqiao Biyun Art Museum - Volunteer

Shanghai, CN

May 2022 - June 2022

- Enhanced art museum visitation experience through effective communication with visitors and collaboration with staff and volunteers.
- Guided and engaged visitors, providing insightful interpretations of exhibits.

Shuying Giving Tree Program T-shirt Start-up Contest - Marketing Coordinator

Shanghai, CN

July 2021 - August 2021

- As a member of 5-person team, used social media platforms to effectively promote the team's T-shirt designs.
- Achieved the best seller title and sold 100+ T-shirts.

PROJECT

Princess Cafe Website Redesign

October 2023 - November 2023

- Planned and designed a prototype from scratch by using UX/UI knowledge.
- Conducted comprehensive analysis of original website, identifying visual and interactive pain points to inform successful redesign strategies.

Visual Identity Branding Campaign - Booster Juice Rebrand

March 2024 - April 2024

- Conducted a brand research and analysis to develop a refreshed brand identity, including new logo, color palette, and visual elements.
- Used graphic design, motion graphics and video editing techniques to create social media posts for the customer base.

EDUCATION

University of Waterloo

September 2022 - 2026 (expected graduation date)

BA, Honours Global Business and Digital Arts

--- Excellent Academic Standing

SKILLS

Visual Design

Interaction Design

Wireframing

Prototyping

Motion Graphics

Digital illustrations

Photography

Video Editing

TOOLS

Figma

Procreate

Adobe CC Suite (Ps, Ai, Pr, Ae)

Microsoft Office Suite

HTML

CSS

Java P5