

Jianing (Edith) Li

Digital Creator | Designer

Creative and detail-oriented designer with over 2 years of experience in site mockups, rebranding projects, and interactive user flow design. Proven ability to deliver innovative design solutions in cross-functional teams. Proficient in Figma, Adobe Creative Suite, with a strong focus on transforming concepts into engaging, user-centered products.

Experience

Freelance Digital Creator

MAY 2024 - PRESENT

- Independently designed and operated websites, overseeing both design and content management.
- Created cover designs for ePub-format digital books, executed clean and readable typographic layouts, and illustrated original visuals to enhance digital storytelling.
- Edited images using provided assets and created simple video clips for content purposes. Ensured visual consistency and optimized output for digital platforms.

Digital Designer @ Horizn

JULY 2022 - FEBRUARY 2024

- Created user flow prototypes and site mockups for digital demos, including projects for major banks such as Scotiabank, RBC, and BMO.
- Collaborated with content writers and project managers to define product requirements. Assisted in onboarding and training team members in using design software.

Digital Marketing Designer @ LilyMilly

MAY 2021 - SEPTEMBER 2021

- Contributed to customer growth by rebranding the e-commerce website.
- Designed marketing-focused digital assets, including product banners, social media announcements, and advertising posters.

Contact

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Education

BDes – Interaction Design

Sheridan College

2017-2021

Skills

- Interactive Prototyping
- Wireframe
- Site Mockups
- User Research
- HTML&CSS
- Website Design
- App Design
- Design Principles
- Digital Marketing
- Digital Media Management
- Image Editing
- Video Editing

Tools

- Figma
- Adobe Creative Suite (Ps, Ae, Xd, Id)