

# Ella Li

1780McGil Ct, ON, Canada • (647) 321-8116 • ellajiayi.li@gmail.com

## PROFESSIONAL SUMMARY

Experienced professional skilled in devising and executing successful brand strategies, driving growth, and revenue through innovative marketing campaigns. Effective communicator adept at collaborating with internal and external stakeholders. Proficient in data analysis to inform strategic decisions. Additionally, accomplished in software development with expertise in developing, testing, and debugging high-performing solutions. Proficient in object-oriented programming, web development, and databases, with strong problem-solving abilities and a passion for learning new technologies.

## CERTIFICATIONS

<b>EXPERIENCE</b>	<b>Africompassion</b>	Ontario, Canada
2024 – 2024	<i>Brand Identity Designer</i>	

*Supporting brand design initiatives by ensuring consistency with brand design processes and governance standards. My responsibilities include creating distinctive logos, comprehensive brand guidelines, and engaging social media posts for platforms like Instagram, Facebook, YouTube, and LinkedIn. This involves more than just visual design; it also encompasses strategic branding planning to ensure that every design element effectively communicates the brand's core values and message developed style guides to standardize brand identity for internal teams, ensuring consistency across all materials.*

<b>EDUCATION</b>	<b>Durham College</b>	Oshawa, ON
2024 - Present	<i>Diploma in Interactive Media Design Candidate</i>	

## Skills

- Interactive Media Design
- Web Design
- UI/UX design
- JavaScript
- Logo Design Proficiency
- Responsive Design Principles
- Video Editing Abilities
- Print Production Knowledge
- Motion Graphics Creation
- Color Theory Expertise
- Typography Mastery
- Digital Design Experience
- User Experience Design
- Digital Marketing
- Virtual Reality Design
- Adobe Creative