

# Julie Yi

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## EDUCATION

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### University of California, Berkeley

*Bachelor's degree in Economics, Statistics Minor*

2016 – 2020

## SKILLS

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Adobe Creative Cloud (Photoshop, Illustrator, InDesign, Premiere Pro, XD), Figma, Google Suite, HTML/CSS, ChatGPT, Branding, Packaging Design, Print and Production, Fashion Photoshoots, Email Marketing, Social Media Content Creation, Wireframing, Video Production, Web Design

## EMPLOYMENT HISTORY

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### Graphic Designer

*iBeauty Brands, Los Angeles – CA*

*January 2024 – February 2025*

- Developed branding for multiple e-commerce and private label brands in the hair beauty industry, reaching target audiences across 40+ countries.
- Designed packaging for national and international retail distribution, including Macy's and NBC.
- Designed price lists, catalogs, and marketing materials for distribution to B2B clients at industry trade shows and events to effectively engage both retail partners and consumers.
- Developed email marketing campaigns driving 20% increase in sales, by educating consumers on heat technology and engaging both retail and consumer audiences.
- Oversaw photoshoots, creation flow, deadlines and stakeholder inputs for campaigns, ensuring 100% on-time delivery.

### Freelance Brand Designer

*Los Angeles – CA*

*December 2020 - Present*

- Developed cohesive visual identities and designed print, marketing, and digital media assets tailored to client needs and industry trends.
- Collaborated with clients to refine brand messaging and aesthetics, ensuring consistency across digital and print platforms.

### Web & Marketing Designer

*SparkTrendz LLC, Remote – USA*

*June 2021 – June 2023*

- Redesigned their e-commerce website generating \$108K in online sales and increasing website traffic by 69% within the first month of launch.
- Revamped the website's visual identity, aligning it with the company's brand guidelines and improving visual consistency, leading to increased brand recognition and a 10% rise in return visitors.
- Developed key visuals for marketing campaigns across social media (Facebook, Instagram, TikTok) and digital platforms (email and web).