Julie Yi

Graphic Designer

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SUMMARY

Experienced multidisciplinary designer specializing in branding, digital and print design, and marketing strategy. Skilled in developing cohesive visuals across print, social, and multimedia platforms, I excel at managing projects from concept to production while ensuring brand consistency. Collaborative and detail-oriented, I excel in fast-paced environments and bring creative solutions that enhance engagement.

SKILLS

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

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, ensuring customer satisfaction, sales growth and effective brand communication.
* 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.
* Edited product images to meet e-commerce standards for retail chain platforms and brand websites, focusing on color accuracy and visual consistency across digital and print channels.
* 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.
* Orchestrated the successful establishment of an affiliate ambassador program with over 20+ creators, enhancing brand recognition and driving $10K in affiliate sales.
* Developed key visuals for marketing campaigns across social media (Facebook, Instagram, TikTok) and digital platforms (email and web).
* Created multimedia content, including video, social media graphics, and infographics, to enhance marketing efforts.

EDUCATION

University of California, Berkeley

*Bachelor’s degree in Economics, Statistics Minor*

*2016 – 2020*

Google User Experience Design Certification

*2022*