

# Xiang Li

Senior  
Graphic Designer

+1 514-549-8252  
lealixiang@gmail.com  
www.xiang-li.work

## About

Creative thinker, self-starter, and problem solver with over 10 years of experience in graphic design, specializing in packaging design for wholesale consumer goods. Demonstrated expertise in time management, planning, and organizational skills, ensuring the timely delivery of high-quality work on every project. Committed to upholding design accuracy and consistency while leveraging innovative solutions to overcome challenges.

## Education

2013-2014

### Brussel Royal Academy of Fine Arts

#### Master's Degree

Visual Merchandising (Packaging)  
& Scenography Design

2011-2013

### Creapole

#### Bachelor's Degree

Visual Communication & Multimedia

2007-2011

### Beijing University of Civil Engineering and Architecture

#### Bachelor's Degree

Industrial and Product Design

## Skills

Adobe Creative Suite  
Branding  
Photography  
Social Media Management  
Textile Design

## Experience

2023 Nov. - Present

Entrepreneur/Owner

### JazzUp Floral

- Established and grew the online flower shop from inception to success.
- Crafted cohesive brand identity with VI elements across channels.
- Directed product photography and optimized website.
- Managed social media, newsletters, and targeted ads.
- Coordinated daily operations for efficiency.

2020 Aug. - 2023 Jun.

Senior Graphic Designer

### SEG PRODUCTS INC.

- Designed marketing materials for various platforms to support comprehensive go-to-market strategy.
- Conducted market research on North American home decor industry, producing detailed reports.
- Managed production schedules and resolved issues between product managers and vendors.
- Trained and supervised junior graphic designers, overseeing artwork production.

2019 May. - 2020 Aug.

Graphic Designer

### NASRI INTERNATIONAL INC.

- Created All-Over-Prints and screen prints for swimwear and women's apparel.
- Designed seasonal newsletters to boost online store traffic and customer engagement.
- Crafted digital ads for social media and marketing channels to launch new products.
- Create pre-press documents and collaborate with printing shops to ensure high-quality prints for posters, invitation cards, etc.

2017 Jul. - 2019 May.

Graphic Designer

### GLOBE ELECTRIC

- Designed packaging for electrical goods, from concept to production.
- Created digital assets to enhance e-commerce sales.
- Designed interfaces for smart home device apps, including lighting bulbs, power bars, and security cameras.

## Languages

English  
French  
Mandarin

## Interests

Running  
Snowboarding  
Flower Arrangement  
Photography