ZOE LEILI

·User Experience Design ·Brand Identity ·Digital Marketing

LinkedIn: *https://www.linkedin.com/in/zoel0515/*
Portfolio: *https://www.portzoelio.com/*
Email: *zldesignerforuxbd@gmail.com*

EDUCATION

Lehigh University
Graduation: 05/2024

Bachelor of Art in Design (Graphic Design)
Minor: Marketing

Related Coursework:
- *Graphic Design I, II, and III;*
- *Branding Strategies;*
- *New Product Development;*
- *Advertising and Promotion Analysis*

Honors/Awards:
- *Graphis New Talent Awards 2024 Gold;*
- *Graphis New Talent Awards 2024, Silver;*
- *Lehigh University Art Galleries Exhibition*

SKILLS:
- *Adobe Creative Suite (Especially Ps and Ai)*
- *Figma*
- *Milanote and Slack*
- *HTML*
- *CSS*
- *Google Suite*
- *Teamwork and Diversity Work Environment*

ORGANIZATIONS & CLUBS

International Voice
01/2023 – Present

- *Design and manage the social media and website*

AIGA
01/2023-Present

- *Join professional discussions to polish my skills*

RELATED EXPERIENCE

Editorial Designer
12/22 – Present
Brown & White

- *Design the layout of titles and articles with legibility and aesthetics on Adobe InDesign.*
- *Revise and discuss with newspaper editors for the final printing on Monday and Wednesday.*
- *Create data graphics for digital and printing newspaper based on the articles.*
- *Cooperate with different departments to balance my different responsibilities and improve the effectiveness of teamwork.*

Brand Designer
02/2024 – Present
the Turning Point & Lehigh University, Allentown, PA

- *Cooperate with architecture students to renovate its facilities and interior design and analyze site choices.*
- *Design and propose a new icon, way findings, and booklets for the project with the help of Adobe Creative Suite.*
- *Explore any possible resource in Bethlehem community that can be accessed by the Turning point.*

Social Media Manager
02/2024 – Present
Restore Therapy Center, Whitehall, PA

- *Create posts and stories for Instagram and Facebook platforms on weekdays.*

ADDITIONAL EXPERIENCE

Research Assistant
01/21 –12/22
Global Social Impact Fellowship

- *Researched into the local small business in the food industry and developed an educational program for business growth and enhanced the local supply chain system with my teammates.*