

# Yucong Li

Graphic Designer

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Philadelphia, PA

## EDUCATION

### Drexel University

Westphal College of Media Arts & Design

Bachelor Degree in Science: Graphic Design | GPA: 3.7

Minor: Animation and Visual Effects

Philadelphia, PA

September 2022 - June 2026

## SKILLS

- Brand Strategy & Identity Development
- Experiential Graphic Design
- Motion Graphics/3D Animation
- 3D Designing & 3D modeling
- Packaging Design
- Publication Design
- Typography & Layout Design
- User Interface & User Experience
- Adobe Suite: After Effects, Bridge, Illustrator, InDesign, Lightroom, Photoshop, Premiere Pro
- Onshape
- Autodesk Maya
- Canva
- Figma
- Webflow
- Languages: Mandarin, Cantonese, Taishanese

## PROFESSIONAL EXPERIENCE

### Schuylkill Center for Environmental Education

Graphic Designer | 6 Months CO-OP | March 2025 - September 2025

Philadelphia, PA

- Designed visual materials that support the Center's mission of connecting people with nature and encouraging environmental appreciation and stewardship.
- Designed visual assets for events and programs, including posters, signage, and digital graphics.
- Worked closely with educators and staff to ensure designs matched educational goals and the Center's vision of helping people play, learn, and grow with nature.
- Created designs for a wide range of audiences, including preschool children, students, families, educators, and the general public.

### Chinese Students & Scholars Association

Graphic Designer | September 2023 - September 2024

Philadelphia, PA

- Design posters, flyers, and promotional materials for various events organized by the Chinese Students and Scholars Association at Drexel
- Utilize Adobe Creative Suite like Photoshop and Illustrator to create visually appealing designs tailored to the target audience
- Work closely with event organizers to understand their vision and effectively communicate key messages through design

### Student Run Philly Style

Running Leader | January 2023 - Present

Philadelphia, PA

- Organize and lead group running practices for high school students and transforms students' lives through running, mentorship and healthy lifestyles
- Demonstrate leadership and communication skills by effectively guide and motivate youth runners during practice and workout
- Collaborate with school teachers and community partners to promote student running programs and race events

## COURSEWORK

Intro to Graphic Design  
Corporate Identity  
Publication Design  
Advanced Branding  
Exhibition Design  
Packaging Design  
Typography I, II, III  
Web Graphics I, II & III  
Motion Graphics I  
Computer Imaging I & II  
Animation I & II  
Character Animation I & II  
Design I, II & III  
Photography I & II

## AWARD

### A. J. Drexel Scholarship

Drexel University, Fall 2022 - Present

### Dean's List

Drexel University, Fall 2023 - Present

### Westphal Portfolio Scholarship

Drexel University, Fall 2022 - Present