

# Yucong Li

Graphic Designer

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Philadelphia, PA

## EDUCATION

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### Drexel University

*Bachelor of Science: Graphic Design*  
*Minor: Animation and Visual Effects*

Philadelphia, PA

September 2022 - June 2026

## SKILLS

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- Brand Strategy & Identity Development
- Experiential & Environmental 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
- Tinkercad
- Autodesk Maya
- Canva
- Figma
- Webflow
- Languages: Mandarin, Cantonese, Taishanese

## PROFESSIONAL EXPERIENCE

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### Schuylkill Center for Environmental Education

*CO-OP Graphic Designer | 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

## AWARD

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### Dean's List

*Drexel University, Fall 2023 - Present*

### A. J. Drexel Scholarship

*Drexel University, Fall 2022 - Present*

### Westphal Portfolio Scholarship

*Drexel University, Fall 2022 - Present*

### AP Studio Art Award

*Academy At Palumbo, Spring 2022*