

Toronto, ON | Montréal, QC
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Lili Lai

Research and Marketing Communication Specialist
Visual and Graphic Designer

EDUCATION

Rhode Island School of Design

Masters of Arts
Global Arts & Cultures
School of Visual Arts

Experience Brands through
Interaction Design

McGill University

Bachelors of Arts
Economics,
Communications Studies
and East Asian
Language & Literature

TECHNICAL SKILLS

Adobe CC

Photoshop · Illustrator
InDesign · PremierPro
Lightroom · Acrobat

Microsoft

Excel · PowerPoint

Web Development

Figma · Adobe XD

Multimedia Design

Procreate · Canva

Craftsmanship

Ceramics · Risograph
LetterPress · Silkscreen

Languages

English · French · Chinese
(Cantonese) · Vietnamese

Other

Violin · Harp · Ikebana
Hand Model · Cat Mom

WORK EXPERIENCE

La Pépinière

Conceptual Artist & Social Media Lead

Montréal QC

Current

Commissioned artist for the redevelopment of Montréal's Chinatown
Responsible social media, website, visual design, content creation and
full-time maintenance on multiple platforms and multiple languages for
Marché de Nuit Asiatique, Quartier Chinois de Montréal and Marché Publique
du Quartier Chinois de Montréal

BLANK Magazine

Lead Designer & Art Director

Toronto ON

Current

Responsible for creative assets and monitoring pre-press phases
Produce sketches, storyboards and art layouts based on creative visions
Direct and coordinate design team while generating clear ideas and
concepts in tandem with copywriters

RISD Center for Complexity

Visual Communications Support

Providence RI

10 2020 – 02 2021

In collaboration with Nuclear Threat Initiative and N Square
Responsible for design, layout, and publish diagrams, infographics,
pamphlets and other communications materials to support the public-facing
expression of complex ideas about how to eliminate the threat of nuclear war

Rhode Island School of Design

GAC Events Research & Organization

Providence RI

09 2019 – 12 2020

Help lead faculty for different conferences and event organization

Responsible for poster and announcement preparation, communication,
graphics, venues and supplies related to events

Tend Revolution

Branding & UI Design

London UK

07 2020 – 09 2020

Manage marketing campaigns across print and online platforms
Responsible for setting of style guides, brand guidelines, brand vision,
and value proposition across all communication channels
Collaborating closely with UX designers to develop and optimize
user interface design

Matsuri Japon

Social Media Specialist

Montréal QC

05 2018 – 09 2019

Developed PR schedule with drafts and SEO guidelines to optimize content
Managed photographic and textual content on all social media accounts

Interfacing Technologies

Digital Marketing & Content Creator Intern

Montréal QC

10 2017 – 09 2018

Responsible for research and development of blog posts and editorials
Prepared well-structured drafts using digital word processing platforms