

ZEYU LI

Creative Strategist | Brand & Product Designer

lizeyu09@hotmail.com · Gilbert, AZ · www.yudesign.org

PROFILE

Creative Strategist and Brand/Product Designer with 4+ years building scalable campaign systems and brand experiences across email, web, paid media, print, and retail — blending brand strategy, UX thinking, Figma systems, and AI-supported workflows to improve creative consistency and execution speed.

SKILLS & TOOLS

Design & Brand

Brand systems · Visual identity · Layout

Product & UX

Product thinking · User flows · Journey mapping · CX

Systems & Workflow

Figma systems · Components · Roadmapping

AI Workflows

Prompting · Image generation · Creative automation · Motion

Industrial Design

3D modeling · Packaging · Prototyping

Tools

Figma · Adobe CC · Premiere Pro · KeyShot

EXPERIENCE

Leslie's Pool Supply

OMNICHANNEL BRAND & CAMPAIGN DESIGN · GILBERT, AZ

AUG 2021 — PRESENT

Creative Strategist & Designer

2025 — Present

- Set creative direction from business goals and customer insight, using UX and behavioral principles to design around what drives the customer.
- Led the migration to a scalable Figma system, standardizing components and workflows — with AI-supported workflows that cut production time 15–20%.

Graphic Designer

2022 — 2025

- Drove creative direction for integrated campaigns — look and feel, art direction, and hierarchy across email, web, paid social, print, and retail.
- Built brand and email design systems: reusable templates and components that kept 1,000+ assets consistent and faster to produce.

Junior Designer

Aug 2021 — 2022

- Produced high-volume assets across paid social, email, print, direct mail, and in-store to brand and production standards.
- Supported seasonal and promotional campaigns end to end with consistent quality and on-time delivery.

Wuhuanqixing Corporation

DESIGN INTERN · MERCHANDISE, GRAPHICS & PACKAGING

CHINA · REMOTE

- Designed merchandise, uniform graphics, and packaging across 8+ product lines to brand and production standards.
- Coordinated file reviews and vendor delivery, cutting handoff turnaround by ~25%.

SELECTED PRODUCT DESIGN PROJECTS

Vermeer Corporation Packaging & Storage System

Designed outdoor storage and packaging in SolidWorks and KeyShot — 3 refined concept directions for a sponsored studio review.

Iowa Prison Industries Reclaimed Furniture Concept

Designed reclaimed-material site furniture with fabrication-ready documentation for 2 prototype builds.

EDUCATION

Master of Industrial Design, MID

Arizona State University · 2019 – 2021

Bachelor of Industrial Design, BID

Iowa State University · 2015 – 2019