

# YIJIA (PIPPA) LEI

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Graphic Design UX Design Project Management Marketing

## EXPERIENCES

### LL Planet INC | UX Designer

*Nov'24–Present* Boston, MA

- Conducted extensive **user interviews** and **surveys** to gather insights, shaping the foundation for strategic decisions.
- Developed and executed a strategic brand vision, elevating LL Planet's market presence by 20%, and enhancing brand recognition within target audiences.
- Strengthened the startup's public and digital profiles, leading to an 14% increase in client engagement and trust.

### Marvin Replacement LLC | Brand Ambassador

*Sep'24–Present* Boston, MA

- Introduced and implemented marketing initiatives to engage with customer, resulting in a 10% increase in customer acquisition and a 15% conversion sales rates.
- Enhanced the company's public and digital presence, increasing profile visibility by 15%, leading to stronger brand awareness within the target market.

### ioo Studio LLC | Graphic Design Intern

*Jun'24–Sep'24* Boston, MA

- Developed and designed impactful brochures and flyers, resulting in a 10% increase in customer base and enhanced visibility for the curriculums.
- Boosted the company's visual presences by publishing promotional materials on social media.
- Created engaging vector art and animations that enhanced lecturer demonstrations and improved student understanding.

### Massachusetts College of Art and Design | Graphic Designer

*Sep'22–May'24* Boston, MA

- Enhanced student engagement in the Creative Writing Minor through weekly event assistance.
- Created eye-catching materials and managed social media, driving interest in the Creative Writing Minor.
- Elevated program visibility, fostering engagement and enrollment through focused online and offline efforts.

### Guangxi Action Company | Design Intern

*Mar'22–May'22* Guangxi, China

- Successfully led a comprehensive rebranding effort, redesigning the company's handbook, logo, and business stationery.
- Collaborated with a diverse team of designers and stakeholders to gather input and ensure a cohesive brand transformation.
- Incorporated feedback iteratively, ensuring the brand's alignment with company objectives through a systematic design process.

## EDUCATIONS

### Massachusetts College of Art and Design

**Master of Design (MDES)**

*Sep'22- May'24* Boston, MA

### Massachusetts Institute of Technology

**Cross-Registration (Agelab)**

*Jan'23- May'23* Cambridge, MA

### Missouri State University

**BFA: Graphic Design**

*Jan'18- May'22* Springfield, MO

## SKILLS

### SOFT SKILLS

[Communication](#) [Collaboration](#)

[Problem-solving](#) [Organization](#)

[Project Coordination](#)

### TOOLS

[Adobe Creative Suite](#) [CSS](#) [Figma](#)

[Adobe Creative Cloud](#) [Adobe Indesign](#)

[Adobe Illustrator](#) [MidJourney](#)

[Adobe Photoshop](#) [Graphic Design](#)

[Microsoft Office](#) [GitHub](#) [Art Direction](#)

[Illustrations](#) [Typography](#)

### LANGUAGES

English [Mandarin](#)

## CERTIFICATIONS

[Microsoft and LinkedIn Project](#)

[Management Certification](#)