

serena lei

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behance.net/serenalei

education

christian brothers university / b.f.a in visual arts 2018 - present

Concentration in Graphic Design
Dean's List

design experience

Logo Design	GIF Animation
Menus	Dielines
Stop Motion Animation	Social Media Campaigns
Posters	Advertising
Typography Design	Sport Photography
Zines	Business Cards
Restaurant Design	Stationary Design
Publication Design	Packaging
Postcards	Brochures
Brand Boards	Identity Design
Web Design	Kinetic Type

clients

UN: sustainable stock exchange initiative

Animated and constructed a 30 second spot animation for International Women's Day shown at the NASDAQ board in Times Square

world relief

Designed and animated social media campaign material

work experience

micare path / graphic design intern 2022

Created over 80+ icons to use in various platforms
Developed storyboards for marketing animation
Created and finetuned brochures

malco theatres / manager 2018 - present

Managed day-to-day operations, including front registers, customer service, and inventory
Created supplemental marketing material, such as window displays

skills

software

Photoshop
Illustrator
InDesign
After Effects
Premiere Pro
Premiere Rush
Lightroom
Acrobat
Dimension
Microsoft Office
Visual Studio Code
Slack
Trello
UX/UI
HTML/CSS
CMS

social media

Instagram
Twitter
TikTok
Facebook
Snapchat
Pinterest
Youtube
Twitch
Discord

studio

Printmaking
Calligraphy
Digital Photography
Drypoint
Painting
Studio Lighting
Linocut
Rendering
Screen Printing

languages

English
Cantonese

