



Yinuo Li (Edward)
Graphic Designer

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PROFILE

Graphic designer specializing in brand systems, editorial layout, and interactive visual communication, grounded in a fine-art painting background. Takes freelance client work and builds AI-assisted production workflows with Claude Code — research, web builds, automated design QA — while holding every output to hand-set craft standards.

EXPERIENCE

Freelance Graphic Designer Toronto · Jun 2026 – present

Self-employed — brand, event & web design

- Independent client work; an AI-assisted production pipeline turns an event brief into a full 8–12 piece content set in days.
- **KULTUR Entertainment**: a 48-hour trial brief — 13 on-brand pieces (stills + motion reels); three directions adopted as the brand's recurring visual language.

Clearspace Offices & Verve Office Toronto · Feb 2024 – Apr 2025

Graphic Design Intern → Part-time Designer

- Supported the launch of **Verve Office Furniture**, a sourcing platform connecting clients with 12+ premium manufacturers — campaign visuals, pricing tiers, case studies, and partner product materials with the marketing and sales teams.
- Designed and maintained the company websites; tightened visual consistency across all digital touchpoints.

Apricot Office Furniture Toronto · Jun 2024 – Apr 2025

In-house Graphic Designer (part-time)

- Sole designer for a new budget-line furniture brand: identity system and complete sales collateral — brand guideline, website, product sheets, quick-ship catalog, price list, warranty documents — balancing a value-tier position against the parent brand's premium line.

WORK AUTHORIZATION

United States — permanent resident,
no sponsorship required

Canada — Post-Graduation Work
Permit

EDUCATION

OCAD University

Bachelor of Design (Honours),
Graphic Design
Minor in Drawing & Painting
Toronto · 2021 – 2025

Fanshawe College

Graphic Design (Adv. Diploma)
Dean's Honour Roll
London, ON · 2018 – 2021

SKILLS

Design

Brand identity · Editorial & layout ·
Typography · UI/UX & web ·
Illustration · Motion

Tools

Adobe Ps / Ai / Id / Ae · Figma · Final
Cut Pro · Procreate

Web

HTML / CSS · Webflow ·
Squarespace

AI workflow

Claude Code agent pipelines —
research, web builds, automated
design QA

Fine art

Oil · Acrylic · Watercolour · Gouache

Languages

English (fluent) · Mandarin (native)