Yanze Li

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PROFILE

Industrial Design student at the University of Cincinnati with experience in e-commerce, visual communication, and hands-on prototyping. Combines digital design, fabrication, and cross-disciplinary problem-solving.

EDUCATION

University of Cincinnati | Cincinnati, OH **Expected 2030**

Bachelor of Science in Design, Industrial Design

College of Design, Architecture, Art, and Planning (DAAP)

Professional Practice Program: alternating academic semesters with industrial design work experience.

Lakota West High School | Cincinnati, OH **2023**

High School Diploma

EXPERIENCE

LX Nails | Cincinnati, OH (Remote) **2024**

Web Developer & Marketing Assistant

China-based e-commerce brand serving the U.S. press-on nail market.

- Built and maintained an independent Shopify storefront tailored to U.S. customers.
- Planned TikTok branding and social media campaigns; directed shoots and edited short-form content.
- Reorganized team assignments and schedules to improve production workflow and coordination.

Mr. Fang Design Studio | Cincinnati, OH (Remote) **2019-2020**

Graphic Design Assistant

Independent studio specializing in brand identity and packaging design.

- Supported brand identity and packaging projects from early ideation through schedule coordination.
- Translated between designers and clients in Mandarin and English to clarify feedback and project requirements.
- Coordinated project schedules and finalized timelines for client and design teams.

SKILLS

SOFTWARE	Fusion 360; Adobe InDesign, Photoshop, and Illustrator; Procreate
DESIGN	Technical sketching; professional rendering; flat and technical drawing; fashion and apparel design
FABRICATION	Rapid prototyping; woodworking and carving; soft-goods prototyping (sewing); silicone mold making; concrete/resin casting; CNC routing
LANGUAGES	Mandarin (native); English (fluent)