

ANGELA LI

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SUMMARY:

Creative and detail-oriented Digital Media graduate with a background in design, branding, and content strategy. Skilled in Adobe Creative Suite, visual communication, and developing engaging digital content. Passionate about digital entertainment, creative marketing, and producing impactful visual experiences.

PROJECT EXPERIENCE:

Crave Avenue

August 2024—December 2024

Entrepreneurial E-Commerce

- Developed an e-commerce dessert-kit brand, including target market analysis, product offerings, subscription model, and a comprehensive multi-platform marketing strategy (Instagram, TikTok, Pinterest, and email campaigns).
- Created user-centered solutions such as pre-portioned recipe kits, customizable dietary options, and flexible subscription plans, while producing branded social media content and competitive analysis to strengthen market positioning.

Digital Sneaker Museum

October 2025—December 2025

AR/VR Museum

- Contributed to the development of an AR/VR sneaker museum by 3D-scanning Reebok Pump and Adidas 4D models, integrating additional shoe assets into Blender, and curating historically significant footwear for the tech wing.
- Designed the Solar Shoe System, an interactive, space-themed experience inspired by Houston's Space City identity, allowing users to explore each sneaker's technology and cultural impact.

DigiFest

October 2023—November 2023

Page Layout

- Created a full identity system and multi-page layout for Digifest, incorporating consistent typography, color palettes, and photographic elements to deliver a polished visual brand for the event.
- Developed posters, print collateral, and digital mockups that communicate event details clearly while maintaining an engaging, modern design that reflects creativity within the digital media community.

WORK EXPERIENCE:

Jinya Ramen Bar

May 2024—Present

Sugar Land, TX

- Welcomed guests and provided attentive service, creating a positive customer experience.
- Assisted guests by answering questions, providing clear information, and responding to their needs and preferences.
- Managed multiple customer interactions and priorities efficiently in a fast-paced environment.
- Addressed customer concerns professionally and identified solutions to create positive experiences.
- Collaborated with coworkers and management to coordinate daily operations and maintain consistent service.

EDUCATION:

University of Houston

B.S., Digital Media; Minor in Technology Leadership & Innovation Management

Houston, TX

December 2025

ADDITIONAL INFORMATION:

- *Technical:* Adobe (Photoshop, Illustrator, InDesign, Lightroom, Premiere Pro), Canva
- *Skills:* Graphic Design, Typography, Layout Design, Photography, Videography, Content Strategy, Storytelling, Time Management, Communication, Problem Solving, Detailed Oriented, Team Player, Social Media
- *Languages:* English (Fluent), Cantonese (Conversational Fluency)