

YANGXINYI LIU

Freelance Illustrator



About Me

Multilingual marketing and brand operations professional with experience in international sales, social media marketing, and customer engagement. Fluent in Mandarin and English with professional Japanese proficiency, and a strong cross-cultural background developed through working across the U.S., Europe, and Japan.

Skills:

Adobe Creative Suite	<div style="width: 80%;"></div>
Product Design	<div style="width: 75%;"></div>
Branding & Identity	<div style="width: 70%;"></div>
Print & Digital Media	<div style="width: 75%;"></div>
Project Management	<div style="width: 70%;"></div>

Education:

Bachelor of Fine Arts in Communication Arts
Baccalaureate Certificate in Venture Creation
Virginia Commonwealth University
Aug 2018 - Dec 2021

Language:

Chinese (Native)
English (Fluency)
Japanese (Intermediate)

Professional Experience:

Shop Owner / Brand Manager
Sep 2023 - Present Etsy and Taobao
<ul style="list-style-type: none">Brand Operations & Sales: Founded and managed an independent brand, overseeing global e-commerce operations and achieving 600+ international sales with a 5-star rating.Customer Service: Provided multilingual support, improving satisfaction and repeat purchases.Marketing & Promotion: Executed social media marketing strategies on Instagram, TikTok, and X to increase brand visibility and drive traffic.

Freelance Artist

Aug 2020 - Present
<ul style="list-style-type: none">Commissioned Art & Project Management: Managed illustration projects for 100+ clients, coordinating timelines, revisions, and final delivery.Exhibitions & Events: Presented work at local and international exhibitions (Comic Con), expanding audience reach.Collaboration: Collaborated with artists and partners on joint projects, supporting coordination and networking.

Award:

「Strong! Strong! Strong!」
Second Prize
Digimon Illustration Competition 2023

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