

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><div></div></div>
Product Design	<div><div></div></div>
Branding & Identity	<div><div></div></div>
Print & Digital Media	<div><div></div></div>
Project Management	<div><div></div></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

- **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

- **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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