

MINKY ( KAMOLMAS LI )  
WEB | UX UI | GRAPHIC DESIGNER

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## PROFILE

Creative, versatile, and detail-driven visual designer with 5+ years of experience across UX/UI, web, and graphic design. Skilled at transforming ideas into high-impact digital and physical designs, with a strong foundation in branding, cross-functional collaboration, and continuous learning. Adept in Adobe Creative Suite, Figma, and Webflow, with proven success designing across industries from tech, wellness to food & beverage.

## CORE SKILLS

- Visual & Brand Design (Web, Print, Events)
- UI/UX Design, Wireframes, Prototyping
- Web & Landing Page Design (SEO, CRO)
- Marketing Campaigns & Packaging
- Adobe Creative Suite, Figma, Webflow
- Google Analytics, A/B Testing, SEO
- Cross-functional Team Collaboration
- Event Branding & Spatial Design

## WORK EXPERIENCE

### Presentation Associate (Visual Merchandising & Displays)

Amazon Fresh – Encino, CA | May 2024 – Present

- Execute and enhance visual merchandising through planogram implementation and cross-merchandising displays.
- Build feature tables, seasonal signage, and endcaps to improve product storytelling and customer engagement.
- Support in-store campaigns by coordinating signage and layout refreshes aligned with brand goals.
- Collaborate with ops and inbound teams to maintain visual standards and stock integrity.

### Freelance Graphic Designer & Web Designer

Remote | Jan 2021 – Present

- Delivered digital graphics and marketing collateral for clients across retail, tech, and service industries.
- Designed logos, brand kits, social ads, and packaging — aligning client goals with strong visual storytelling.
- Built responsive websites and UI mockups using Figma and Webflow for modern, scalable digital experiences.

### Web Design Specialist / Visual Designer

Upgrow – Digital Marketing Agency | San Francisco, CA | Aug 2022 – May 2023

- Led visual design across 25+ web products including landing pages, display ads, and social graphics.
- Conducted UX research and wireframing to improve interface clarity and site architecture.
- Collaborated with SEO and dev teams to launch conversion-optimized designs, increasing organic leads by 50%.
- Applied A/B testing and Google Analytics to continuously refine digital product performance.

### Graphic Designer / Event Planner

KSH Event Solution – Bangkok, Thailand | Jan 2019 – Dec 2020

- Designed branded signage, displays, and layouts for corporate events, exhibitions, and trade shows.
- Developed 3D visual renderings and templates to guide event execution and visual consistency.
- Oversaw onsite coordination of branded materials and spatial flow for 20+ live experiences.

## EDUCATION

### M.A. Interaction Design

Nuova Accademia di Belle Arti | Milan, Italy | 2017–2018

### B.S. Interior Architecture (U.S. equivalent)

King Mongkut's University of Technology Thonburi | Bangkok, Thailand | 2011–2016

### Graphic Design Certificate (In Progress)

West Valley Occupational Center | Los Angeles, CA | 2024

## CONTINUING EDUCATION

- Google UX Design Professional Certificate (2023)
- Complete Web Design: Figma to Webflow to Freelancing (Udemy, 2022)

## AWARDS

- Earth Day Climate Change Poster Contest – Poster Design (2025, Los Angeles)
- Design Marathon #3: Cisco Systems – Smart Museum UX Design (2017, Milan)
- Design Marathon #2: Arago Bag Campaign – Social Media Ads (2017, Milan)
- HomePro Champion 8 – Interior & Concept Design for TV Show (2014, Bangkok)