

Thoo Ann Li

Website: <https://ann-li-thoo-designer.framer.website/>

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Multi-disciplinary creative with experience crafting visual identities, digital assets, and brand-consistent content across platforms. Skilled in translating ideas into purposeful design, from social campaigns and marketing collateral to UI/UX layouts and product photography. Proficient in Adobe Creative Suite and Figma, with a strong eye for typography, visual hierarchy, and detail. Guided by the belief that the best design is intentional, simple, and quietly impactful.

Education

INTI International College Subang

Bachelor of Arts (Hons) Mass Communications - University of Hertfordshire, UK

2023

- Graduated with First Class Honours
- Awarded with Best Academic Achievement (Overall)

Diploma in Mass Communications

2020

- Graduated with CGPA - 3.45

Skills

- Digital Graphic Design
- Product Photography
- Photo Retouching
- Social Media Management & Marketing
- Video Editing
- Copywriting
- Campaign Management
- Branding & Visual Identity
- User Interface (UI) Design
- Motion Graphics

Tools

- Figma
- Adobe Creative Suite (Photoshop, Illustrator, Lightroom Classic, Premiere Pro)
- Claude

Languages

- English
- Mandarin
- Bahasa Malaysia

Experience

Social Media Manager & Designer | Lumika Design

2024 - 2025

- Designed social media graphics and marketing visuals to maintain brand consistency and engagement.
- Captured and edited product photography for social media posts, email campaigns, and marketing materials.
- Developed and implemented social media strategies to increase brand visibility and audience engagement.
- Planned, executed, and evaluated social media campaigns to support marketing objectives and drive website traffic.
- Created and managed targeted email marketing campaigns to improve subscriber engagement and conversions.
- Monitored social media performance and prepared weekly analytics reports using Meta Business Suite.

Social Media & Marketing Intern | Helpr Asia Sdn.Bhd.

2022

- Provide daily support for social media platform management and email marketing
- To assist in preparing marketing content such as newsletters and copywriting
- Manage and monitor online social platforms to ensure content is scheduled and updated
- Provide creative support, assist in visual designing, and producing weekly video content

Video Editor & Videographer Intern | Influasia Sdn.Bhd.

2020

- To brainstorm creative ideas for videos to be posted on the social platform
- Creating and editing video content for the social platform on a daily basis