

SENIOR DESIGNER

S U M M A R Y

Designer with 15+ years in senior roles at Team X (Omnicom), Publicis Emil, and Leo Burnett. Now running NIODESIGN Studio, helping AI, tech, and health brands create intuitive digital experiences and strong brand identities. Previously led design for Mercedes-Benz’s dedicated agency for 4 years. Passionate about branding, design systems, and UI/UX, I craft visual identities that balance creativity and functionality.

P R O F I L E

Name: Yibo Li

Portfolio: [view online \(.pdf 5M\)](#)

Website: www.niodesign.com.au

Email: niodesign@hotmail.com

Mobile: +61 406 330 369

Yibo

E X P E R I E N C E

- NIODESIGN Studio**
Founder / Creative Director
June 2024 - Present (Ongoing) Melbourne
- team X**
Senior Designer
January 2022 - February 2024 (2 years 2 months) Melbourne
- Publicis Emil**
Integrated Designer
February 2019 - December 2021 (2 years) Melbourne
- Leo Burnett**
Senior Digital Designer/Creative
February 2018 - May 2019 (1 year 4 months) Melbourne
- Noisy Beast**
Senior Designer
December 2015 - January 2018 (2 years 4 months) Melbourne

S K I L L S

Graphic Design Principles
Brand Design (logo, typography)
Brand Guidelines
Digital Design (web, social, App)
Art Direction
Presentation Design
Integrated Marketing

S O F T W A R E

Figma (UI/UX)
Adobe Photoshop
Adobe Indesign
Adobe Illustration
Sketch (Website, eDM)
Adobe Premire
Microsoft Office