

Liying Wang (Miko)

Multidisciplinary Designer

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Education

Master Of Business Administration, Data Analytics & AI

Jul 2023 - Jun 2026 | Palo Alto, CA
Sofia University

Master Of Arts, Graphic Design & Digital Media

Sep 2017- May 2020 | San Francisco, CA
Academy of Art University

Bachelor Of Arts, Theatre Film & TV Fine Arts Design

Sep 2012 - Jun 2016 | Beijing, China
Gengdan Institute of Beijing University of Technology

Awards

2026

Silver MUSE Creative Award Winner
A' Design Award Winner
Creativepool Annual 2026 Shortlist X2

2023

Bronze A' Design Award Winner

Experience

Graphic Designer - Executive & Visual Communications Aug 2025 - Present

Cisco (Contract) | Milpitas, CA

- Serve as the designer within the CMO Office, supporting the SVP/CMO and senior leadership with executive-ready decks and visual narratives for high-visibility initiatives.
- Own the design and production of communication assets for company-wide forums—including All-Hands, leadership briefings, and strategic update meetings—helping clarify priorities for large internal audiences.
- Support the visual direction and slide system for WebexOne 25, AI Summit, ENCAB, Cisco Live EMEA, InfoComm keynotes, creating motion-ready layouts, and cross-functional frameworks adopted by product and market-ing teams.
- Translate complex data, KPIs, and business narratives into clear visual systems that make information easier to present, discuss, and act on at the leadership level.
- Develop and maintain design systems, reusable templates, and content-frameworks that increase consistency and reduce turnaround time for executive communications.
- Partner with product, marketing, communications, and analytics leaders to structure messages and align narrative flow across high-stakes presentations.

Graphic Designer

Jul 2022 - Feb 2024

Jr. Graphic Designer

Feb 2021 - Jun 2022

Graphic Design Intern

Aug 2020 - Jan 2021

Superbolt Agency | New York, NY

- Designed static, motion, and modular creatives to support growth campaigns across 20+ DTC brands in beauty, wellness, fashion, food/drink, and lifestyle.
- Collaborated with growth teams to iterate on campaigns using A/B and multivariate testing, refining creative based on CTR, CAC, ROAS, and audience behavior trends.
- Built funnel-specific assets for prospecting, retargeting, and conversion across paid social and lifecycle channels.
- Produced client-facing decks and testing recaps that turned performance metrics into clear visual stories for marketing and brand stakeholders.
- Contributed to brainstorming, documented design systems, and supported junior designers and interns on visual quality and testing alignment.

Social Media Executive

Nov 2015 - Mar 2016

China Network Television (Internship) | Beijing, China

- Managed social media content calendar, aligning posts with engagement trends and real-time user feedback.
- Boosted engagement rates by adapting visual formats and messaging to match platform algorithms and user behaviors.

Skills

Design

Branding & Visual Identity
Creativity & Problem-Solving
Data Visualization
Social Media & Marketing
Motion & Video Editing
Multi-Tasking & Adaptability
UI/UX Design

Tools

Adobe Creative Suite
(AE, PS, InDesign, Illustrator, XD, etc.)
Figma
Flora
Keynote
Canva
G suite
Microsoft 365

Languages

English
Mandarin
Spanish (Beginner)