

# Lizzi Yim, GR-M APMP

*design & visualization strategist*

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**PORTFOLIO** [www.lizziyim.com](http://www.lizziyim.com)

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## CERTIFICATION

Association of Proposal Management Professionals (APMP) Graphics Micro-Certification 2026

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## PROFESSIONAL EXPERIENCE

Visualization Strategist 2025 – Present

National Association of Realtors / Washington, DC

- Created standardized report format for Research team, completed year-long endeavor to update each ongoing and iterative report to follow new format, and created report template for team's future use
- Developed data visualization best practices and reports style guide for Research team while adhering to company brand guidelines and maintaining consistency in style, accuracy, and clarity
- Increase social media engagement (eightfold average) with dynamic and intuitive infographics that effectively and clearly communicate economic trends and findings
- Collaborate closely with the Chief Economist, Deputy Chief Economist, and Research team to understand and translate data insights into visual formats that resonate with diverse audiences

Desktop Publishing Specialist 2023 – 2025

Eagle Technologies, Inc. / Arlington, VA

Contract: Center for Substance Abuse Treatment Umbrella Evaluation (CUEC)

- Produced visually appealing and accessible infographics, data reports, publications, and presentations, ensuring readability, consistency, and visual alignment with corporate brand guidelines
- Collaborated closely with subject matter experts and project management teams to understand requirements and deliver high-quality visual content on time

Business Development Proposal Designer 2021 – 2025

Eagle Technologies, Inc. / Arlington, VA

- Created visual assets and marketing collateral (i.e., corporate brochures, capability statements, white papers, pitch decks, proposals, infographics, and RFP responses) that adhere to company objectives, brand identity, and messaging to support business development initiatives and communicate company's value proposition to prospective clients and partners

Data Visualization/Research Associate 2019 – 2021

Eagle Technologies, Inc. / Arlington, VA

Contract: Behavioral Health Services Information System (BHSIS)

- Designed and built compelling and interactive data visualizations and dashboards to communicate large, complex datasets and insights to senior leadership and non-technical stakeholders, providing critical business metrics and performance indicators
  - Maintained data quality and accuracy to ensure data integrity by working closely with data engineers and analysts to clean and validate datasets, ensuring visualizations reflect accurate and up-to-date information
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**CREATIVE SKILLS** Visual Storytelling, Proposal Design, Graphic Design, Information Design, Desktop Publishing, Data Visualization, Print Production, Visual Branding, Web Design, Creative Direction

**TECHNICAL SKILLS** Adobe InDesign, Adobe Illustrator, HTML/CSS, JavaScript, Python

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## EDUCATION

Certificate in Data Analytics 2018

George Washington University / Washington, DC

Bachelor of Science in Interdisciplinary Science 2017

Virginia Commonwealth University / Richmond, VA