



YUE LI

Illustration/Design

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WORK EXPERIENCE

Designer, Days to Smile Orthodontics (San Francisco, U.S.) **02/2020-05/2020**

- Designed product advertisements
- Photographed for social media
- Modified the website information

Freelance Illustrator, Top it (Supermodel Bear) Studio **11/2018-01/2019**

- Developed brand images and peripheral products
- Designed and illustrated constellation series of supermodel bear doll products
- Collaborated with the team to make the high-quality handmade dolls

Freelance Graphic Designer, Aeromat and EcoWise Fitness Products **05/2018-06/2018**

- Designed new logo representation for Aeromat Fitness company in a simple icon image with the brand name
- Mapped out the logo in the different color vision to show company brands

Freelance Illustrator, Qi Tai Culture Development Group (Beijing, China) **07/2017-08/2017**

- Designed promotional materials for a popular Chinese movie "Wolf Warrior", using hand drawing and Photoshop
- Used social media to get involved in peripheral design activities

Illustrator and Designer Assistant, China International Book Trading Group Corporation (Beijing, China) **07/2015-08/2015**

- Proposed creative ideas for book illustrations based on book concepts. Created sketches and iterations via hand drawing, gouaches, watercolor, color pencil, ink, oil painting and digital
- Built and maintained client relationships and liaison with clients to ensure deadlines were observed

ORGANIZATION/ VOLUNTEER EXPERIENCE

SCAD Graduate Illustration Club: Design Lead 2023 - Now

- Create event posters
- Assign poster events and guide the design team
- Support and assist with most SGIC events

Volunteer, BlueJay Education Foundation 2017

- Publicized the current situation of the deaf and hard of hearing people in poverty-stricken areas
- Collected charitable donations from people and helped the deaf and hard of hearing
- Promoted interaction and understanding by presenting artworks about the deaf and hard of hearing

EDUCATIONAL BACKGROUND

Savannah College of Art and Design **09/2022-Now**

- Degree: Master of Fine Arts
- Major: Illustration

California College of the Arts **09/2013-05/2018**

- Degree: Bachelor of Fine Arts
- Major: Illustration
- GPA: 3.746/4.0

SKILLS & SOFTWARE

- Adobe Creative Cloud
- SCADamp Certification
- Skills:

Ink Art Pencil
Art
Processing
Thumbnailing
Storyboarding
Tradition Media
Animation GIF
Digital Painting
Motion Media

Gouache Media
Drawing Skills Laser
Cutting Screen
Printing Lithography
Photo Editing
Fiber Screen Printing
Surface Design

- Languages:

English Mandarin

AWARD

- Honorable Mention CQ 78 2024
- Honorable Mention IDA Design Awards 2023
- SCAD Honors Scholarship 2022 – Now
- Peter Chapman Memorial Scholarship 2014 – 2018

INTEREST

- Hip-hop dance
- Drum Set