

Kwong Li
Graphic Designer

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Experience

Senior Visual Designer
March 2007 – Present

Promoted to Senior level in 2009

Rearden Commerce, Foster City, CA

- Worked closely with the Creative Director to redesign the Rearden Commerce Personal Assistant, a web and mobile application that combines travel, dining, events and expense management.
- Created style guide of site elements (icons, menus, grid-based page templates, typography, etc.) to ensure consistency across the application.
- Collaborated with Interaction Designers, Front End Developers and User Researchers to create visually compelling interfaces with an emphasis on user-centered design.
- Managed visual design of the Admin Dashboard, the back-end control panel for the Personal Assistant. Worked with marketing teams to create concept material for potential clients, including PayPal, Chase, Citi, WebEx, and American Express.

Freelance Designer
2005 – Present

Client List:

California College of the Arts
Chinese Culture Center
The Friedman Group
Mung Lar Lam
Playfirst Games
Posterous
Rick Wong Design

UI Designer
December 2004 – February 2007

Center for Knowledge Management, UCSF, San Francisco, CA

- Designed interfaces and information architecture for UCSF Library websites, databases, and accounting software.

Web Designer & Materials Specialist
July 2003 – December 2004

California College of the Arts Library, San Francisco, CA

- Designed online image databases and processed library monographs and serials.

Education

2006

San Francisco State University
Multi-Media Studies Program

1997 – 2001

University of North Carolina at Chapel Hill
Bachelor of Fine Arts in Studio Art

Fall 1999

Beijing Institute of Education
CET Academic Study Abroad

Awards & Honors

Mark Braswell Scholar, 1997-2001 (Full Scholarship at UNC - Chapel Hill)
Jonathon E. Sharpe Scholarship, 2000
Charles and Margaret Witten Travel Award Recipient, 2000
(Funded a two month trip to study contemporary art in Beijing)

Skills

Adobe Suite: Photoshop, Illustrator, InDesign, Dreamweaver, Flash
Other: Final Cut Pro, Pro Tools, Microsoft Office Suite, Mac and PC Platforms, CSS, HTML, XHTML, working knowledge of Actionscript and Javascript
User Experience: process flow, wireframing, functional specs
Foreign Language: Chinese Mandarin (conversational)

* References available upon request