

Kwong Li

Graphic Designer

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Experience

Interactive Art Director
April 2010 – December 2010

Eleven Inc., San Francisco, CA
Concepted, designed and executed digital campaign work including corporate websites, microsites, Web banners, emails and client presentations. Collaborated with creative directors, producers, copywriters and account executives. Clients included Apple, Virgin America, Callaway Golf, AAA, Eaton Vance, Proactiv, San Francisco Convention & Visitors Bureau, and Sun Valley Resorts.

Senior Visual Designer
March 2007 – April 2010
* 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. Collaborated with Interaction Designers, Front End Developers and User Researchers to create visually compelling interfaces with an emphasis on user-centered design. Worked with marketing teams to create concept material for 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.

Education

2011
* *Expected*

London College of Communication
Masters in Graphic Design

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