

# MEIJUN LI

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W www.meijunli.com

## EDUCATION

2013-2017

*Parsons School of Design, USA*

Communication Design BFA, GPA 3.7

2016

*Parsons Paris, France*

Game Design and Internet Art, GPA 3.9

2012

*University of Arts London, UK*

Graphic Design at Central Saint Martin

## SKILLS

Adobes / Sketch / Html, Css  
Shopify / Sqaurespace

English  
Professional working proficiency  
Chinese  
Native or bilingual proficiency

## DESIGNS

Graphic Design  
Branding & Identity  
Illustration  
Website design  
User Experience  
Social Meida

## EXPERIENCE

2017 Nov - Present

*Barneys New York*

Freelance Graphic Designer (full-time)

Create the signage, environmental graphics, packaging, and collateral designs as needed for brand and special projects.

2016 Jan - 2017 Nov

*Petite Studio NYC, Visual Designer*

Created the logo, packaging, invitaions, stationeries and collateral designs as needed for brand. Built and maintain company website, evaluated and changed codes within css to achieve customers goals.

Prepare promotional mailers and media book with photoshop and Mailchimp, create social media content from concept to photoshoot and final post. Brianstorm new season direction, work closely with bloggers and influencers. Style, plan and direct photoshoots.

2015 Aug - Present

*UI, UX, Graphic Design Freelancer*

Create Logos, design elements and overall aesthetic experience for over 40 business world wide. Assesse clients need quickly and produce effective visual solutions in a timely manner.

## INTERNSHIP

2016 Feb - Present

*Why Not Smile, Design Intern*

Design consistent visual contents include logos, posters, web.

Adjust and retouch photos, prepare presentation visuals, research and find design inspirations.

2015 June- Aug

*What Goes Around Comes Around New York, Soho*

Public Relation Intern

Worked with stylists from Vogue, ID and other national publications. Created social media content daily. Did promotional photoshoot and retouch for products at store.

2014 May- Aug 4

*Dreams Factory Asia, Shanghai*

Graphic Design Intern

DFA is an artist representation agency, DFA's clients include Adidas, Coca Cola, IKEA, UPS, Tiffany, and many local clients.

Retouched the photos for the final commercials. Created promotional visual content for events and social media.