



MEIJUN LI

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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 / Squarespace

English(Professional working proficiency)
Chinese (Native or bilingual proficiency)

DESIGNS

Graphic Design
Branding & Identity
Book, Editorial
Illustration
Website Design
User Interface & Experience
Social Meida

EXPERIENCE

2017 Nov - 2018 Oct
Barneys New York
Brand Image Designer (Full-time Freelance)

Work with business strategy team to develop brand aesthetic for proprietary brands. Create signages, environmental graphics, editorials, packaging, and collateral designs as needed for brand and special projects while maintaining accuracy and standards across each brand. Work with teams and also manage time and tasks independently.

2017 Sep - Present
Overice LLC (www.overice.co)
Designer, Project Manager

Build a project team with freelancers and illustrators and lead them through visualization and prioritization of work, tailoring approach to the needs of the project. Develop scope of work, and make sure the work is deliver on time and with a high level of quality. Meet with clients, draft contracts, and make sure to provide the best visual solution.

2016 Jan - 2017 Nov
Petite Studio NYC
Visual Designer and Marketing Director

Designed and created the brand visual guideline. Built and maintained company website while evaluating and changing codes within CSS to achieve customers goals. Prepared promotional mailers, planned and managed social media posts, and create template for email newsletters.

INTERNSHIP

2016 Feb - 2016 July
Why Not Smile
Design Intern

Support visual innovation through research, brainstorming, layouts, and design exploration. Assist in producing multichannel designs that can be used for digital, web, social media, and print. Documented projects and showcased them on the studio website.

2015 June - Sep
What Goes Around Comes Around
Public Relation & Design Intern

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

2014 May - Aug
Dreams Factory Asia, Shanghai
Graphic Design Intern

DFA is an advertising and digital 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 such as posters, mailers for events and social media.