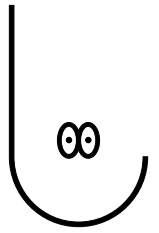


Sunny Tianqing Li
Graphic Designer
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EDUCATION

09.2015–05.2020
ArtCenter College of Design
Pasadena, CA
Bachelor of Fine Arts in Graphic Design¹

Focused coursework at ArtCenter

05.2019–08.2019
Plan B: Spirit of the Bauhaus²
Berlin, Germany

07.2014–08.2014
School of Visual Arts
New York City, NY
Course in Illustration

EXPERIENCE

02.2021–Present
Designer³

MullenLowe U.S.
Los Angeles, CA

09.2019–Present
Freelance Graphic Designer⁴

Selected Clients

DayJob Los Angeles, CA
Doubleday & Cartwright
Los Angeles, CA
MullenLowe U.S. Los Angeles, CA
Interact Boulder, CO
Isla Beauty New York, NY
Sundae School Los Angeles, CA

01.2020–04.2020
Teaching Assistant
Graduate Type 2 taught by Stephen Serrato⁵
ArtCenter College of Design
Pasadena, CA

09.2018–12.2018
Graphic Design Intern in MARCOM
Apple Inc.⁶
Cupertino, CA

05.2018–08.2018
Graphic Design Intern
Game Seven Marketing⁷
Brooklyn, NY

EXPERTISE

Strong working knowledge of: Adobe Creative Suite, Keynote, Pages, Google Slides, Google Docs, MS Office suite, social media

Familiar with: Cinema 4D, Figma, DSLR photography, Analog photography, projection-mapping, digital illustration

Languages: Bilingual in Mandarin and English

RECOGNITION

Professional Media

08.2020
It's Nice That The Graduates 2020 Continued

07.2020
Voyage LA Magazine Interview

06.2020
It's Nice That Feature

08.2017–09.2020
Behance Gallery Feature in Editorial, Student Show, Branding, and InDesign

Award

02.2021
Graphis New Talent Annual 2021
Silver Award Winner

10.2020
Communication Arts 2021 Typography Annual Winner
Arte Luise Hotel (Identity)

06.2020
Core77 Design Awards 2020
Visual Communication Student Runner Up
A Simulacra of Place: Architecture Mimicry and China's Urbanization (Book)

06.2020
Communication Arts 2020 Design Annual Winner
Two Minutes to Midnight: Arts of Doomsday (Newspaper)

02.2020
The Design Kids Award 2019
Winner

02.2020
Type Directors Club Communication Design Competition
Certificate of Typographic Excellence
A Simulacra of Place: Architecture Mimicry and China's Urbanization (Book)

08.2018
Adobe Design Achievement Awards
Semi-Finalist Award in PRINT / GRAPHIC
Griffith Observatory Rebrand (Identity)
Storm King Art Center (Identity)

Publication

01.2021
Communication Arts Magazine
Typography Annual 11
Award-winning Project: Arte Luise Hotel

10.2020
Design360° Magazine No.89
Interview Featured in *360°Exchange: Study Abroad for Design*

08.2020
Arte Luise Hotel featured in
Inspo Finds Collection II
Published by Inspo Finds

04.2018
MAIPHOBIA: DEN_SE (Book) featured in
Art In Book Form
Published by Sendpoints Publishing

Exhibition

08.2019–12.2019
Plan B: Spirit of the Bauhaus
HMCT, Pasadena, CA
Haus & Heimat (Book, Video, and Spatial)

04.2017–08.2019
ArtCenter College of Design Student Gallery
The Hoffmitz Milken Center for Typography
Pasadena, CA

05.2017
ISMS + MOVEMENTS + PHOBIAS:
A Typography Poster Series Exhibition
The Bloc, Los Angeles, CA
MAIPHOBIA: DEN_SE (Poster)

¹ I have received ArtCenter Merit-Based Scholarship for five consecutive years.

² I participated in a Study Abroad in Berlin for experiencing and researching the Bauhaus during its 100th anniversary. I collaborated with students and instructors on exhibition planning, spatial mock-up, and environmental graphics to create an exhibition in The Hoffmitz Milken Center for Typography in upon returning to Pasadena, CA.

³ MullenLowe U.S. is an advertising and marketing communications agency. As a Designer, I work within teams on a range of projects including motion graphics, art direction, digital campaign, OOH campaign, and storyboarding for GREY GOOSE®, Patrón Tequila, Corona Beer and Hawaiian Airlines.

⁴ I worked closely with design agencies and clients in fashion and beauty industry on brand identity development, packaging design, art direction, web design, and social media.

⁵ I aided the instructor during class demos, individual critiques. Helped students with concept development, solve creative problems relating to book design, exhibition curation, and social media content design.

⁶ I participated in multiple projects by providing illustration, graphic design, and art direction involving in-depth research for product launches and retail store branding.

⁷ I contributed to concepts and visual identity designs for clients including NBC Universal, Poplar, and Blue Desert. I also helped create social media content, collateral, and packaging design for Nike and Foot Locker.