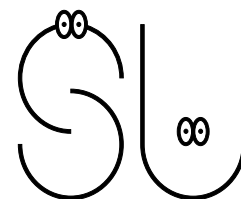


# Sunny Tianqing Li

## Graphic Designer

1 626.247.1965  
www.sunnyli.design  
hello@sunnyli.design



### EDUCATION

09.2015–05.2020  
ArtCenter College of Design  
Pasadena, CA  
Bachelor of Fine Arts in Graphic Design<sup>1</sup>

**Focused coursework at ArtCenter**  
05.2019–08.2019  
Plan B: Spirit of the Bauhaus<sup>2</sup>  
Berlin, Germany

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

### EXPERIENCE

02.2021–05.2022  
Designer<sup>3</sup>  
**MullenLowe U.S.**  
Los Angeles, CA

09.2019–Present  
Freelance Graphic Designer<sup>4</sup>

#### Entities & Clients

**Day Job** 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 Serrato<sup>5</sup>  
**ArtCenter College of Design**  
Pasadena, CA

09.2018–12.2018  
Graphic Design Intern in MARCOM  
**Apple Inc.**<sup>6</sup>  
Cupertino, CA

05.2018–08.2018  
Graphic Design Intern  
**Game Seven Marketing**<sup>7</sup>  
Brooklyn, NY

### EXPERTISE

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

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

Languages: Bilingual in Mandarin and English

### RECOGNITION

**Professional Media**  
10.2021  
*The Dieline*  
*Sundae School Mochi Edibles Fully Embraced*  
*Polka Dots*

08.2020  
*It's Nice That* The Graduates 2020 Continued

07.2020  
*Voyage LA Magazine* Interview

06.2020  
*It's Nice That* Feature  
*Forget about success or failure, learning is the key for graphic designer Sunny Li*

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

**Award**  
02.2021  
Graphis New Talent Annual 2021  
Silver Award Winner

10.2020  
Communication Arts 2021 Typography Annual Winner

06.2020  
Core77 Design Awards 2020  
Visual Communication Student Runner Up

06.2020  
Communication Arts 2020 Design Annual Winner

02.2020  
The Design Kids Award 2019  
Winner

02.2020  
TDC Communication Design Competition  
Certificate of Typographic Excellence

08.2018  
Adobe Design Achievement Awards  
Semi-Finalist Award in PRINT / GRAPHIC

**Publication**  
01.2021  
*Communication Arts Magazine*  
*Typography Annual 11*

10.2020  
*Design360° Magazine No.89*  
Featured Interview

08.2020  
Project featured in *Inspo Finds Collection II*  
Published by Inspo Finds

04.2018  
Project featured in *Art In Book Form*  
Published by Sendpoints Publishing

### Exhibition

08.2019–12.2019  
Plan B: Spirit of the Bauhaus  
HMCT, Pasadena, CA

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

<sup>1</sup> I have received ArtCenter Merit-Based Scholarship for five consecutive years.

<sup>2</sup> As one of the 12 selected students among over 80 applicants, I studied in Berlin for two months to achieve a comprehensive study of the Bauhaus-related subjects during its 100th anniversary. I then 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 Pasadena, CA.

<sup>3</sup> **MullenLowe U.S.** is an advertising and marketing communications agency. As a Designer, I work closely with art directors, creative directors, project managers, and the account team on the concept, design, execution, and production of various advertising campaigns for Acura, GREY GOOSE® Vodka, Patrón Tequila, Corona Beer, and Hawaiian Airlines. I work across disciplines including brand campaign identity, motion graphic design, digital and social collaterals, OOH and billboards, art directing, storyboarding, and video editing.

<sup>4</sup> As a freelance graphic designer, I worked closely with creative agencies and boutique brands on brand identity development, packaging design, art direction, web design, and creating social media contents.

<sup>5</sup> As a Teaching Assistant for a Graduate Typography course, I aided the instructor during class demos and individual critiques. I helped students with concept development, solving creative problems related to book design, exhibition curation, and social media content design.

<sup>6</sup> As a Graphic Design Intern in MARCOM at Apple, I took part in multiple projects by providing illustration, graphic design, and art direction involving in-depth research for product launches and retail store branding.

<sup>7</sup> As a Graphic Design Intern in the creative team at Game Seven Marketing, 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.