



Xiaomeng Li

Graphic Designer

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Education

Sept. 2017 - Aug. 2021 **ArtCenter College of Design**
Pasadena, CA
Bachelor of Fine Arts in
Graphic Design

GPA: 3.75 / 4.00

Experience

May. 2021 - Aug. 2021 **aolab**
Shanghai, China (Remote)
Graphic Designer (Intern)
Worked on strategies and created
brand identities for new brands
under Unilever. Focused on special
graphic design for Jenmeway.

Jun. 2020 - Sep. 2020 **2x4**
Beijing, China
Graphic Designer (Intern)
Provided initial visual directions
and helped develop brand identities
and brand applications. Worked
on motion graphics, packaging and
UI/UX for existing brands including
ChaoDao, 751 and Lamer.

May. 2018 - Aug. 2018 **Dna Original Design Platform**
Guangzhou, China
Graphic Designer (Intern)
Designed visuals including
brochures and posters for a Dna
Fashion Show held in Guangzhou.
Designed visuals for articles and
interviews posted on WeChat.

Recognition

2017 - 2021 **ArtCenter**
College of Design
Entrance Scholarship

2018 - 2021 **ArtCenter**
Student Gallery
Space for the Mind,
Editorial Print, 2019
Women of Wearables,
Poster, 2019
Street of Dreams,
Poster, 2018

2018 - 2019 **ArtCenter**
College of Design
Graphic Department
Scholarship

Expertise

Proficient in: InDesign, Illustrator,
Photoshop, After Effects, XD,
Keynote, Pages and Excel

Familiar with: Cinema 4D, MadMapper,
Processing, Premiere and
Media Encoder

Craft Book binding, photography
and letterpress

Language Chinese and English