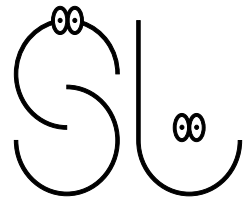


Sunny Tianqing Li

Graphic Designer

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www.sunnyli.design
hello@sunnyli.design



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

07.2022–Present
Designer³
Apple Inc.
Cupertino, CA

02.2021–05.2022
Designer⁴
MullenLowe U.S.
Los Angeles, CA

09.2019–Present
Freelance Graphic Designer⁵

01.2020–04.2020
Teaching Assistant
Graduate Type 2 taught by Stephen Serrato⁶
ArtCenter College of Design
Pasadena, CA

09.2018–12.2018
Graphic Design Intern in MARCOM
Apple Inc.⁷
Cupertino, CA

05.2018–08.2018
Graphic Design Intern
Game Seven Marketing⁸
Brooklyn, NY

EXPERTISE

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

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

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

Awards

2023
D&AD
Wood Pencil / Animation / Mixed Media
Apple - Hello Yellow

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

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

1
Received ArtCenter Merit-Based Scholarship for five consecutive years.

2
Studied in Berlin for two months to achieve a comprehensive understanding of Bauhaus-related subjects during its 100th anniversary. Collaborated with students and instructors on exhibition planning, spatial mock-ups, and environmental graphics to create an exhibition at The Hoffmitz Milken Center for Typography in Pasadena, CA.

3
Collaborated with a diverse team of creative professionals to create innovative and compelling work that met the requirements outlined in Apple's creative briefs—from ideation to execution—for new product launches, seasonal campaigns, and Apple events.

4
Worked 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. This included brand campaign identity, motion graphic design, digital and social collaterals, OOH and billboards, art directing, storyboarding, and video editing.

5
Collaborated with creative agencies and boutique brands on brand identity development, packaging design, art direction, web design, and creating social media content. Featured clients include Sundae School, Doubleday & Cartwright, Day Jobs, Interact Boulder, and Isla Beauty.

6
Assisted the instructor in class demos and individual critiques. Guided students with concept development and solving creative problems related to book design, exhibition curation, and social media content design.

7
Participated in multiple projects by providing illustration, graphic design, and art direction involving in-depth research for product launches and retail store branding.

8
Contributed to concepts and visual identity designs for clients including NBC Universal, Poplar, and Blue Desert. Participated in creating social media content, collateral, and packaging design for Nike and Foot Locker.