

## Songyuan Li

I'm a passionate and creative interaction designèr, graduating from Parsons, NYC with master degree in design and technology, MFA and undergraduate degree in graphic design, seeking career opportunities to pursue my strong interest in UI/UX, motion graphics, and interactive design.

My focus is designing user-centric solutions that are visually appealing and in consonance with the vision and values of clients.

### Education Background

09/2014-06/2016

#### Parsons The New School for Design

Major: Design and Technology(MFA)

New York

09/2009-06/2014

#### Renmin University of China (RUC)

Major: Graphic Design(BA);

Beijing

### Freelance

- 07/2015 (US)  
logo & web design for **linspia.com.**
- 07/2015 (US)  
Web design & front-end development for **workvillenyc.com.**
- 04/2014(CHINA)  
Designed Visual identity for QinBiangBiang, a fast food chain brand in Shanxi province. Responsible for the logo & VI design.
- 10/2014 (US)  
Logo & VI design for **Redwood Consulting**
- 03/2014 (CHINA)  
Logo & VI design for **StarLight Exploit Co., Ltd.**
- 07/2013 (CHINA)  
Logo & VI design for **Tamio Exploit**

### Exhibition and Awards

10/2013

**Beijing International Design Week.**

06/2013

**Merit Student, Renmin University of China.**

11/2012

**Excellence Scholarship, Renmin University of China.**

05/2011

**Excellent Awards, 2012 Young Times Excellence Awards**

06/2011

**Excellent Awards, Forth national advertising art design competition**

### Design Skills

Adobe Creative Suite	●●●●●●●●
Cinema4D	●●●●●●●○
Sketch	●●●●●●●○
Pixate.io	●●●●●●●○
Flinto	●●●●●●●○
Invision	●●●●●●●○
Html/Css/Scss	●●●●●●●○
Arduino	●●●●○○○○
Openframework	●●●○○○○○
Processing	●●●●●○○○
JQuery/Js	●●●●●○○○
Unreal/Unity	●●●●●●○

### Knowledge

- Grid & Layout.
- Typography.
- Color theory.
- Branding.
- Interface Design.
- Motion Graphic.
- Experience Design.
- Virtual Reality.

### Experience

- 08/2016-Present (US)  
Design intern at **HUSH studio**  
I am responsible of designing motion graphic and developing VR experience for Google, Adidas, United Therapeutics.
- 06/2016-Present (US)  
Product design freelancer at **Juli.io**  
I am responsible of designing the UX/UI for Juli.io.
- 09/2015-06/2016 (US)  
Research Assistant at **Parsons school of design**  
Collaborating with illustrator Nora Krug on designing and developing her personal website, creation video documentary, poster design.
- 06/2015-09/2015 (US)  
Full-time UI/UX design at **Catch NYC**  
Assist UX director in Naf.org project on UI/UX design, Be responsible of designing IIS Technology User-interface, Icon design for Harris Interactive, UX testing for HP projects, UX design for HEAR.
- 02/2015-05/2015 (US)  
Part-time visual design at **AUMCORE**  
Icon design and email design for AUMCORE NY office.
- 06/2014-08/2014 (China)  
Graphic designer at **Baidu.com**  
Participated in the marketing campaign of Baidu app, design posters, Info-graphics,animation character and world cup motion graphic.
- 03/2013-11/2013 (China)  
Graphic designer at **EXISCHINA**  
Designed the Visual identities for "3+1" Effectiveness Trends Forum2013. Designed the new Effie China website. Redesign the visual design guideline for Effie China Branding. Panels design and video editing.