

# IRENE LI

## ART DIRECTOR

### EXPERIENCE

#### **ART DIRECTOR, AT&T**

Dieste Inc. (April 2015 - Present)

- Collaborate with the creative team to concept and develop campaigns for AT&T with emphasis on Digital, Social, and Mobile platforms. Largely responsible for the final animations, illustrations, graphics, and videos for the brand. Social platforms include Facebook, Instagram, Twitter, and more. And executions include mobile optimized posts, 360 videos, cinemagraphs, carousel, canvas, digital banners, pre-rolls, and others.
- Involved in the concept and pre-production of TV spots and supervises post-production. Occasionally design Print and OOH campaigns.
- Create bulletproof client decks and present visual concept.

#### **BROADCAST DESIGNER**

MGFX Media General (2013)

- Responsible for the creation of news graphics and animations for TV stations, frequently required to work under tight deadlines. Communicate directly with client to ensure visual is appropriate for related news topic.

#### **VISUAL DESIGNER**

SRRN Games (2012)

- Assist in the design and development of UI, interactive assets, and client pitch decks for new and existing mobile apps. Work side by side with the Art Director and Developer to ensure best practices when combining art and code.

### EDUCATION

#### **VIRGINIA COMMONWEALTH UNIV.**

B.F.A. Communication Arts

(2010 - 2014)

### SOFTWARE

Photoshop, Illustrator, After Effects, Indesign, Premiere, Animate, Audition  
Mac & PC

### ABILITY

Art Direction, Illustration, Design, UI, Animation, HTML, Javascript,

### CONTACT

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