

IRENE LI

ART DIRECTOR

EXPERIENCE

ART DIRECTOR, AT&T

Dieste Inc. (April 2015 - Present)

- Collaborate with the creative team to concept and develop creative solutions with a multicultural twist for AT&T across digital (Social, Interactive) and traditional (print, OOH, Broadcast) mediums.
- Design and produce in-house animations, illustrations, graphics, and videos that adhere to AT&T's brand guidelines. In addition, supervises studio production and ensure final quality of large scale projects.
- Create bulletproof presentation decks for future and current accounts.

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, Cinema4D, Audition
Mac & PC

ABILITY

Art Direction, Illustration, Design, UI, Animation. Familiar: HTML, Javascript,

CONTACT

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