

# IRENE LI

ART DIRECTOR

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WWW.IRENELIART.COM

## EDUCATION

### VIRGINIA COMMONWEALTH UNIVERSITY

B.F.A. Communication Arts  
2014

## ABILITY

#### **GODLY:**

Art Direction, Design,  
Animation, Illustration.

#### **VERY OK:**

UX, UI, HTML, Javascript.

## SOFTWARE

#### **GODLY:**

Photoshop, Illustrator,  
After Effects, InDesign,  
Premiere, Keynote.

#### **VERY OK:**

Cinema 4D, Audition

## EXPERIENCE

### ART DIRECTOR

**DIESTE INC. (2015 - PRESENT)**

**AT&T ENTERTAINMENT, MOBILITY, AND HOME SOLUTIONS**

- Collaborate with team of writers, artists, and directors to provide creative solutions that are infused with multicultural finesse for AT&T.
- Lead projects from ideation to final in-house production with specialization in social, digital, and anything animated. Also familiar with the workings of Print, TV, and OOH.
- Work closely with production house to execute large scale projects with craft and efficiency.
- Proactively participate in new client pitches.

### BROADCAST DESIGNER

**MEDIA GENERAL MGFX (2013)**

- Responsible for the creation of news graphics and animations for TV stations. Communicate directly with client to ensure visual is appropriate for related news topic.

### VISUAL DESIGNER

**SRRN (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.