

# 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

## RECOGNITION

#### **CANNES LIONS 2018**

Shortlist x 2

#### **CREATIVITY TOP 5 2018**

## EXPERIENCE

### ART DIRECTOR

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

**AT&T MOBILITY & ENTERTAINMENT, DIRECTV**

- Collaborate with team of writers, artists, and directors to provide creative solutions infused with multicultural finesse for clients.
- 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 generate award-winning ideas for pro-bono clients.

### BROADCAST DESIGNER INTERN

**MEDIA GENERAL MGFx (2013)**

- Concept and produce motion graphics for news stations (NBC, CNN, Fox) while working directly with client.

### VISUAL DESIGNER INTERN

**SRRN (2012)**

- Assist in the design and development of new and existing mobile apps. Work along side the Art Director and Developer to ensure best practices when combining art and code.