



XIN LI VISUAL/WEB/UX DESIGNER

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WORK EXPERIENCE



UX Designer/Web Developer March 2016 to August 2016
LEPOW International LLC, Sunnyvale, CA

Translating requirements into concepts and detailed designs.
Designing and developing website using HTML/CSS/Javascript and WordPress.
Optimizing the user experience and SEO by detecting data via Google Analytics.



Web Designer / Web Developer Intern Jun 2015 to Dec 2015
Teal Orbit Marketing & Advertising, Philadelphia, PA

Participated in 6 projects at a given time while under pressure to meet deadlines.
Redesigned and built Teal Orbit's portals from conceptualization to delivery.
Maintained two e-commerce sites on WordPress platform.
Designed and developed Palette Group's studio site to keep consistency with its portals based on their overall marketing goals.



Visual Designer & Storyboard Designer Jan 2013 to Aug 2013
Weizhen Culture Co. Ltd. Shanghai, China

Managed the concept painting, storyboarding and color adjustment for video advertisings.
Participated in three commercial films for CTRIP, managed design concept, visual design, storyboarding and color adjustment.



Visual Designer & Atmosphere Sketcher Jun 2012 to Nov 2012
GUSH Multimedia Co. Ltd. Shanghai, China

Fully in charge of matte paintings and atmosphere sketching for 2 large multimedia shows and 5 projects.
Work cooperatively with project manager on visual design projects and tasks.

EDUCATION



Master of Science in Interactive Design & Media GPA: 3.4 2013 - 2015
PHILADELPHIA UNIVERSITY
Philadelphia, PA



Bachelor of Arts in Art & Design 2008 - 2012
Bachelor of Arts in Business English (Minor) 2010 - 2012
ZHONGNAN UNIVERSITY OF ECONOMICS AND LAW
Wuhan, China

TECHNICAL SKILLS

Proficiency in Adobe Creative Suite
(Photoshop, InDesign, After Effects, SpeedGrade)

Proficiency in front end development
(HTML/CSS/Javascript/WordPress)
Working knowledge of PHP, MySQL
Proficiency in motion graphics tools
(Autodesk Maya, Flash)

DESIGN SKILLS

Visual Design / Branding
Web / Mobile App Design
User Experience Design
Prototyping / Mockups
Sketching / Drawing
Storyboarding / Action Scripting
3D Modeling / Video Editing
Animation / Digital Painting

LANGUAGES

English Advanced
Chinese Native

CERTIFICATIONS

Maya Associate Autodesk