

# Aretha Li

Versatile **interdisciplinary** creative with expertise in UX/UI design, video editor, sound design, and photography. Adept at blending **creativity** with **technical proficiency** to produce high-quality and engaging media across all digital mediums.

## Contact

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-  (714) 510-0432
-  [aretha-portfolio.webflow.io/](http://aretha-portfolio.webflow.io/)

## Skills

### Technical

Film Production

Video Editing

Photography

Music Production

Sound Design

Game Development

UX/UI Design

Digital Illustration

### Interpersonal

Time Management

Teamwork

Collaboration

Reliability

Project Management

### Tools

Premiere Pro

Lightroom

Illustrator

Photoshop

Figma

Aesprite

Krita

Godot

Ableton

Pro Tools

Webflow

## Experience

### Videographer | OneBeat Dance Brands

Jan 2025 - May 2025 | Multiple Locations

- Capture high-quality dance footage and broadcast it live to clients and judges
- Promptly set up the camera and livestream equipment
- Troubleshoot any problems that may arise during setup and performance

### Student Media Assistant | Qualcomm Institute (Calit2)

Jun 2022 - Jun 2024 | La Jolla, CA

- Provided AV support and event photography for many high-profile events
- Operated a variety of video, photography, and audio equipment
- Utilized various Adobe Suite tools to edit and deliver videos and photos to clients

## Projects

### The Case of Arcadia Springs | Video Game

July 2024 - Now | Developer, 2D Artist, Writer, UI/UX Designer

- An ongoing co-creative dev project creating an interactive detective-mystery game
- Crafting a choice-based narrative and assets to enhance worldbuilding and immersion
- Designing a narratively driven, yet intuitive, UI system that players can easily navigate

### The Reason Why | ICAM Thesis Project

Jan 2024 - Jun 2024 | Editor, Writer, Artist, Developer, Sound Designer, Composer, Animator

- A half-year multimedia project centered around the theme of closure
- Directed 6 short films, developed a video game, and scored the entire project
- Effectively managed this project and created an interactive internet experience

### Ecotime Redesign | UI/UX Group Project

Jan 2023 - Mar 2023 | UI/UX Designer

- 10-week overhaul and redesign of the outdated and unintuitive timekeeping application
- Utilized existing user feedback to implement systems to simplify navigation and streamline the process of submitting work hours

## Education

### University of California San Diego | Class of 2024

Sept 2020 - Jun 2024 | La Jolla, CA

B.S. in Cognitive Science with a specialization in Design and Interaction

B.A. in Interdisciplinary Computing and the Arts with focus in Music

GPA: 3.94 | Magna Cum Laude