

**Eric Li**  
*eric.young.li*  
ericyoungli@gmail.com  
203 443 7445

81 Fleet Place, #16B  
Brooklyn, NY 11201

## Chronology

### Design and Software Consultant

2018–Present

Design and execution of brand identities, digital products, and collateral for various clients. Services also include long term design and content strategy.

Select clients: Princeton, Miko McGinty, Karel Martens, Adam Pendleton, MGMT design, Friends Indeed Gallery, Innisfree Garden, CUE Art Foundation, Rivers Institute, *The Brooklyn Rail*, Orchard Analytics, IDSR Architecture, and the Harry Frank Guggenheim Foundation.

### MoMA

Senior Product Designer and Developer  
2019–2022

Led the brand expression, user experience, and front end development of the Museum's public-facing digital surfaces. This included the entirety of *moma.org*, which is visited by 14 million visitors a year, as well as in-Museum way finding, digital signage, and in-gallery interactive experiences.

Played a significant role in the redesign of the Museum's website in 2019 as part of its historic expansion, and have helped lead the Museum's digital and content strategy throughout COVID.

Oversaw designs from conceptualization to implementation, having developed a bespoke Atomic CSS library which bakes in the Museum's design language and typography into CSS classes. This allows designers and developers to communicate more fluidly.

### Princeton University

Designer for the Visual Arts Program  
2018–2021

As its first designer, designed and produced collateral around a dynamic and flexible identity which expresses the collaborative nature of the Princeton Visual Arts Program. Ran yearly projects with design students including the Junior Show, Book and Poster Show, and an annual thesis book.

### O-R-G

Designer and Developer  
2017–2019

Designed and developed websites for the ICA London, Radio Athènes, Materia Abierta, and more. Developed screensavers for Mac OS and apps for iOS. Designed books and collateral for Yale School of Architecture and the Sternberg Press series, *The Contemporary Condition*.

## Internships

**IDEO**, Software Design Intern, Summer 2017

Software design and prototyping for a client relating to healthcare services. Designed prototypes of a mobile van sharing service for a automotive client.

**Google Design**, Design and Software Engineering Intern, Summer 2016

Design and build of SPAN 2016 website. Contributions to Material Design libraries.

**LUST**, Design Intern, 2015–2016

Design, development, of websites for TREsPASS, World Press Photo, and more.

## Education

### Princeton University

*B.S.E. Computer Science & Visual Arts*  
*Class of 2018, Summa Cum Laude*

Sigma Xi Scientific Research Society, Tau Beta Pi Honor Society, Jim Seawright Award in Visual Arts

## Teaching

### Rhode Island School of Design

Fall 2022: Graduate Elective, SOURCE

### Parsons, The New School

Spring 2022: Core 2 Interaction Lab

Fall 2022: CD Studio JavaScript

Fall 2022: Typography and Interaction I (MPS)

### Invited Guest Critic

Princeton, Yale, Parsons, Pratt, SVA, TCNJ, CCA, and the University of Pennsylvania

## Writing, Interviews, and Talks

### *Tools not rules*

Contributor to essay by Matt Owens, 2022

### *Product Design at MoMA*

Talk with Stephanie Schapowal, Figma Config, 2022

### *Taking a walk across the internet*

Essay for MoMA Magazine, MoMA, 2021

### *What is true form?*

Interview for UNIQLO Artspeaks, MoMA, 2021

### *When it Changed*

Essays with David Reinfurt, Are.na Annual, 2020

## Exhibitions

### *New Open Letters*

Broodthaers Society of America, New York, 2022

### *Wrecked Alphabet*

Broodthaers Society of America, New York, 2020

### *David Adjaye: Making Memory*

With O-R-G, The Design Museum, London, 2019

### *Lawrence Abu Hamdan*

With O-R-G, Kunstinstituut Melly, Rotterdam, 2019

### *Earwitness Theatre*

With O-R-G, Chisenhale Gallery, London, 2018

### *w-t-f: A Senior Thesis Show by Eric Li*

Princeton University, 2018