

Eric Li
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Chronology

Independent Designer and Developer

2018–Present

Design and development of websites and printed matter for various clients. This list includes Princeton, Miko McGinty, Karel Martens, Adam Pendleton, Friends Indeed Gallery, Innisfree Garden, MGMT design, Rivers Institute, *The Brooklyn Rail*, 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 define 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 for design students within the Program to have a surface in which to practice on including the Junior Show, Book and Poster Show, and an annual thesis book.

O-R-G

Designer and Developer
2017–2019

Working with David Reinfurt, designed and developed websites for ICA London, Radio Athènes, Materia Abierta, and more. Developed ambient screensavers for Mac OS and apps for iOS.

Also designed books and catalogs for Yale School of Architecture and the Sternberg Press series, *The Contemporary Condition*, and collaborated with artists such as Lawrence Abu Hamdan and Adam Pendleton.

Internships

IDEO, Software Design Intern, Summer 2017

Software design and prototyping for a client relating to healthcare services.

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

Parsons

Part-time Faculty
Spring 2022: Core 2 Interaction Lab

Invited Guest Critic

Princeton, Yale, School of Visual Arts, Pratt, Parsons, and University of Pennsylvania

Writing, Interviews, and Talks

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 (Parts 2 and 3)

Essays with David Reinfurt, Are.na Annual, 2020

Marcel Broodthaers: On Des!!!gn

Self published, 2018

Exhibitions

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

a new program for graphic design

Princeton University and IN-FO.CO, 2018

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

Princeton University, 2018