Eric Li
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I'm a designer and software engineer with 7+ years of experience based in New York. I see software as a medium through which good design exists, and care significantly about craft and execution.

Chronology

Design and Software Consultant
2018–Present

Design and execution of digital products and brand design for various clients.

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 product design 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.

Performed user research and prototyping, led product inceptions, and managed certain products from conceptualization to completion. Was responsible for hiring and managing full time staff and contractors. Played a significant role in the redesign of the Museum's website in 2019, helping lead the Museum's digital and content strategy throughout COVID.

Led the development of a bespoke Atomic CSS, Sol, library which bakes in the Museum's design system into a living CSS style guide. Built Vue based UI components for use across multiple products and platforms.

O-R-G
Designer and Developer, 2017–2019

Designed and developed digital platforms 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*.

IDEO
Software Design Intern, Summer 2017

Design exploration, strategy, and prototype of a centralized healthcare service for a client in the health services industry. User research and design of a last mile mobile van sharing service for an automotive client.

Google Design
UX and Software Engineering Intern, Summer 2016

Design explorations and implementation of the website for SPAN 2016, Google's yearly design conference. Contributions to Material Design libraries, and design of the Random Number Generator tool in Google Search.

LUST
Design Intern, 2015–2016

Design exploration and development of websites for TREsPASS cybersecurity visualizations, World Press Photo photo of the year award, *The Modular Body* fictional media project. Development of a digital art installation at Drachten with Karel Martens.

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, Critic in Graphic Design
Fall 2022: Graduate Elective, SOURCE

Parsons, The New School, Part-time Lecturer
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 Universty of Pennsylvania

Writing, Interviews, Panels, and Talks

CSS Inline Layout Design Review Workshop
Invited guest, 2022

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