

Eric Li
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81 Fleet Place, #16B
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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 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 inception, 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, and helped lead the Museum's digital and content strategy throughout COVID.

Developed a bespoke Atomic CSS library which bakes in the Museum's design system into CSS classes. Built Vue based UI components for use across products.

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, 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 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