

Eric Li
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Chronology

MoMA

Senior Product Designer and Developer
2019–Present

Leading the brand expression, user experience, and front end development of the Museum's public-facing digital surfaces. This includes 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.

Oversee 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.

Independent Designer and Developer

2018–Present

Design and development of websites and printed matter for various clients. This list includes Princeton University, Miko McGinty, Adam Pendleton, Friends Indeed Gallery, Innisfree Garden, MGMT design, Rivers Institute, *The Brooklyn Rail*, and the Harry Frank Guggenheim Foundation.

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, and data visualization of websites for TREsPASS, Museum of the Future, The Modular Body, 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 and Interviews

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