

Work Included

MoMA

Orchard Analytics

creative^x

Rivers Institute for Contemporary Art & Thought

Friends Indeed Gallery

Google SPAN 2016

Updated October 2022

More at eric.young.li

MoMA, moma.org

While a part of the Museum's Creative Team, I led product design and front end development of the Museum's digital surfaces. My team was responsible for significant portions of the Museum's site and digital strategy, including our 2019 redesign, the Digital Visitor Guide, redesigning our ticketing flow, SSO, design system, in gallery devices, and COVID visitor journey.

Eric Li

Portfolio of Work

The MoMA homepage features a prominent image of Matisse's 'The Red Studio'. Below it is a smaller image of Frédéric Bruly Bouabré's artwork. The page includes a 'We look forward to seeing you!' message about COVID-19 vaccination and masks, and links for 'Reserve timed tickets' and 'Become a member'.

The Visitor guide page displays a detailed floor map of the MoMA building. It highlights various sections like the North, South, and Film areas, along with specific points of interest such as the Member Desk and Access to Film C (T1, T2). A 'Download the full map' link is also present.

The Reserve timed tickets page provides information on admission and ticket purchasing. It includes a note about priority access for members and a section for non-members to buy timed tickets. A callout box offers free guest passes for members.

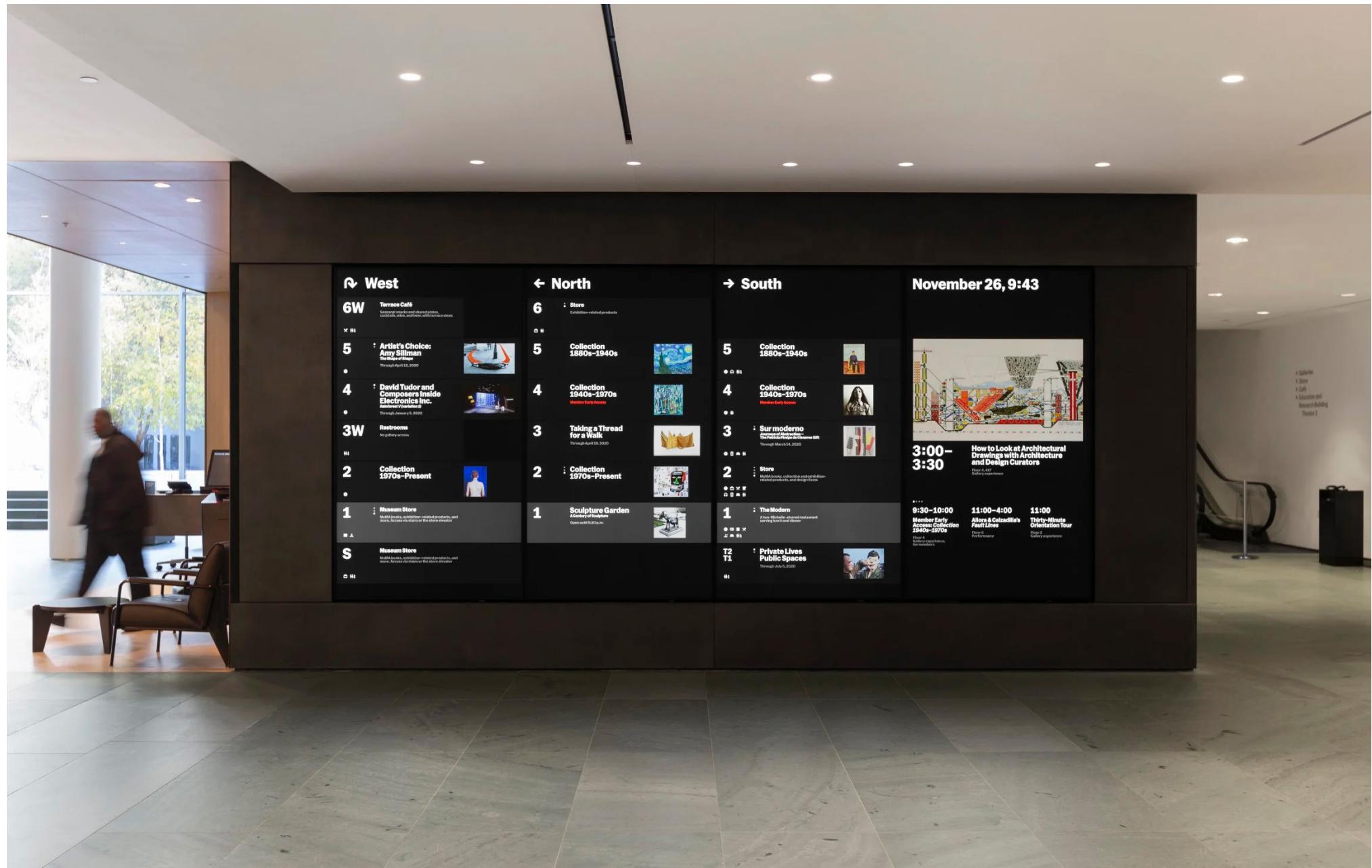
The exhibition page for 'Reuse, Renew, Recycle: Recent Architecture from China' features a large image of a modern architectural complex. It includes details about the show's duration ('Through Jul 4 MoMA') and links for 'Reserve timed tickets' and 'Become a member'.

MoMA, https://www.moma.org/screens/on_view/south?contain=true

As part of our 2019 expansion, we introduced a suite of digital signage and wayfinding throughout the Museum, including a gigantic panel of four 98" screens centrally located in the lobby. We built these screens using Vue, pulling information from our CMS, making use of shared Atoms across our website and signage.

Eric Li

Portfolio of Work



MoMA, moma.org

I led the establishment of our design system, in concert with the Museum's brand guidelines. As part of this, I was the lead developer of a bespoke Atomic CSS library called Sol (after Sol Lewitt) which bakes into our CSS styles core brand moves like spacing, color, and type. I also led the creation of Vue based UI components and bespoke solutions for baseline alignment on the web.

Logos

Logos

Logo
These have
been pixel tuned

MoMA MoMA MoMA

Logo
These have not
been pixel tuned

MoMA MoMA

Design Store
These have
been pixel tuned

MoMA MoMA Design Store

Design Store
These have not
been pixel tuned

MoMA Design Store MoMA Design Store

Library

MoMA Library

Icons

Favicon



Touch Icon



MoMA

iOS wallet icons



Brand

Brand

Color



Wireframing colors



Available alphas



Typography

768+ (Nonmobile)

Small
Medium
Large

Extra Large
Extra Extra Large
Hero

Medium
Large

Extra Large
Extra Extra Large
Hero

Mobile

Small
Medium
Large

Extra Large
Extra Extra Large

Hero

Medium
Large

Extra Large
Extra Extra Large

Hero

List

- Small bullet 1
- Small bullet 2
- Medium bullet 1
- Medium bullet 2
- Small bullet 1
- Small bullet 2
- Medium bullet 1
- Medium bullet 2

MoMA

Sun-Fri, 10:30 a.m.–5:30 p.m.
Sat, 10:30 a.m.–7:00 p.m.

Open today, 10:30 a.m.–5:30 p.m.

UNIQLO Free Friday Nights are suspended as part of our health and safety protocols. The Museum closes at 5:30 p.m. on Fridays.

Mondays mornings are exclusive for members: From 10:30 a.m. to 1:00 p.m., MoMA is open to members and their guests only.

Both locations are closed for Thanksgiving and Christmas; MoMA PS1 is also closed on New Year's Day.

Our stores and restaurants have different hours.



11 West 53 Street, Manhattan

[Get directions to MoMA](#)

[View our map, audio, and more](#)

Adults \$25

Seniors 65 and over with ID \$18

Visitors with disabilities \$18

Students Full-time with ID \$14

Children 16 and under Free

Members Free

[Reserve timed tickets](#)

Tickets include admission to all galleries and special exhibitions.

COVID-19 vaccination (age 12+) and masks (age 2+) are required for all visitors. Learn more about visiting us safely.

See our discounts page for more on free admission categories, including select colleges, staff of other museums, and active military. Parking discounts are also available.

Admission is free for a caregiver accompanying a visitor with a disability.

Our check-in is closed. Scooters, skateboards, rolling bags, and all items over 11" x 17" x 5" (28 x 43 x 13 cm) are not permitted in the Museum.

Sub/Superscript size: .44em
Superscript baseline offset: .376em
Subscript baseline offset: -.075em

M¹²³123123

Sub/Superscript size: .428em
Superscript baseline offset: .39em
Subscript baseline offset: -.075em

M₁₂₃123123

MoMA¹²³

Eric Li

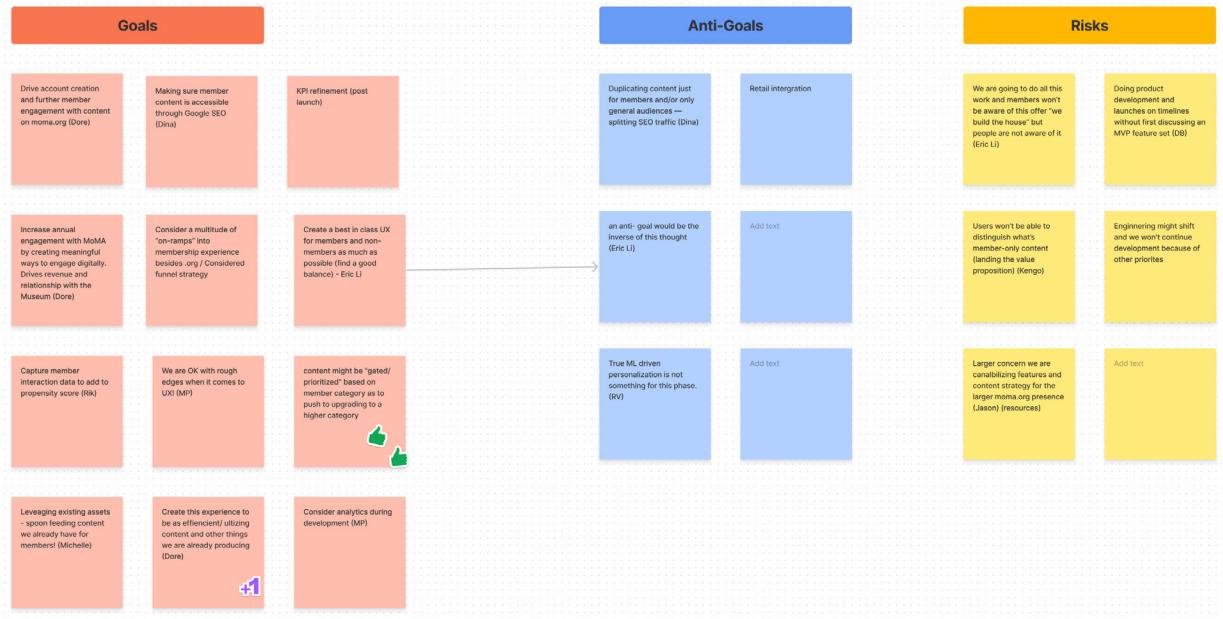
Portfolio of Work

MoMA, Case Study: SSO

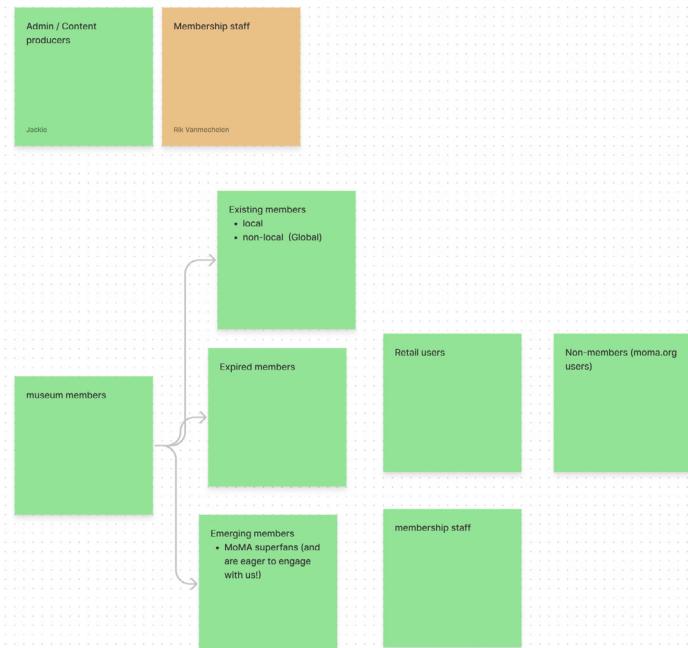
We had three different digital properties (store, moma.org, and membership) with segmented user accounts. To prepare for upcoming product features on member-only content, we tied all our accounts together under a unified single sign on.

We began with a product inception, where goals and antigols were outlined. I presented analytics and behavioral data before facilitating a workshop on core user journeys.

Goals, Anti-Goals, Risks



Users



KPIs and Analytics

What should we be measuring and testing?

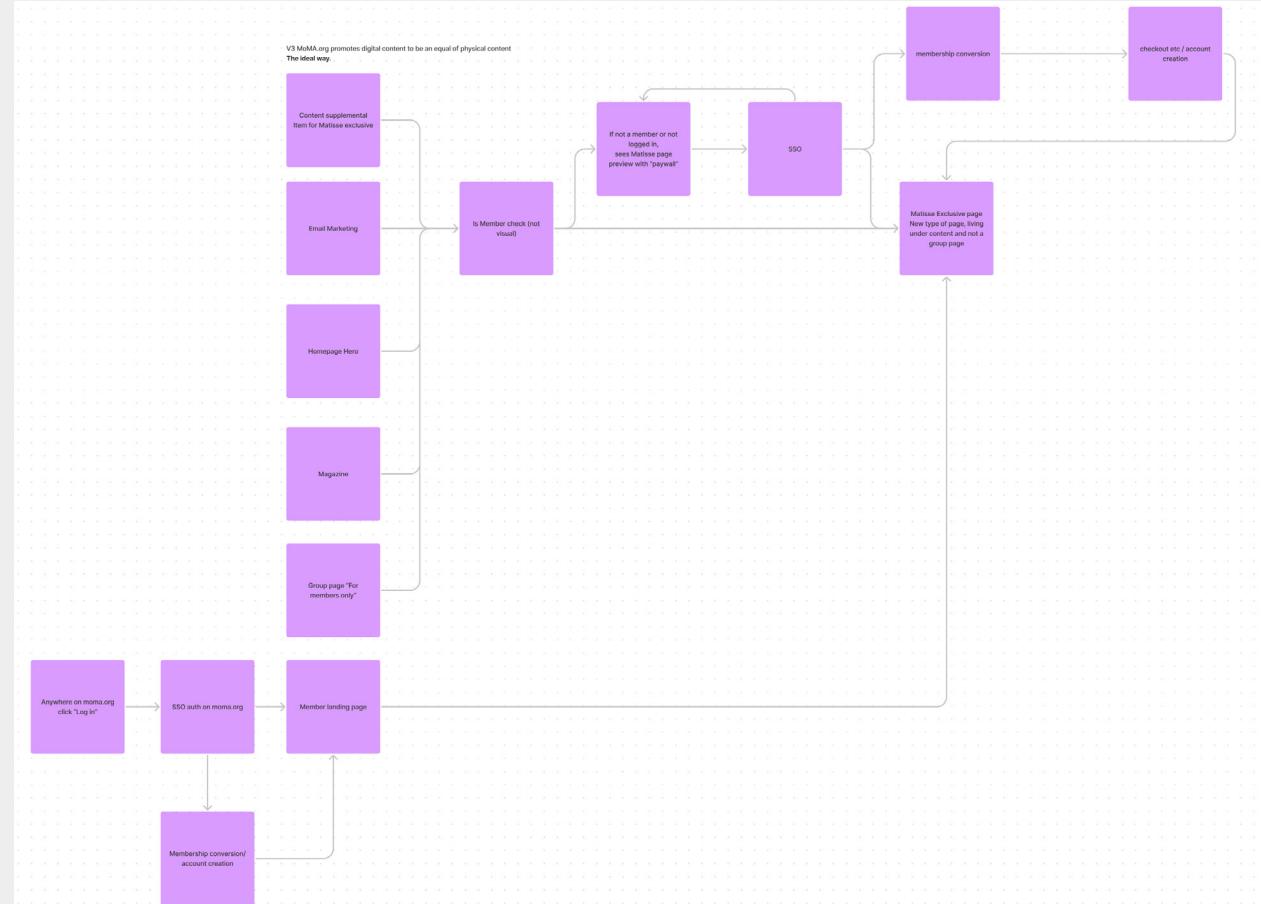
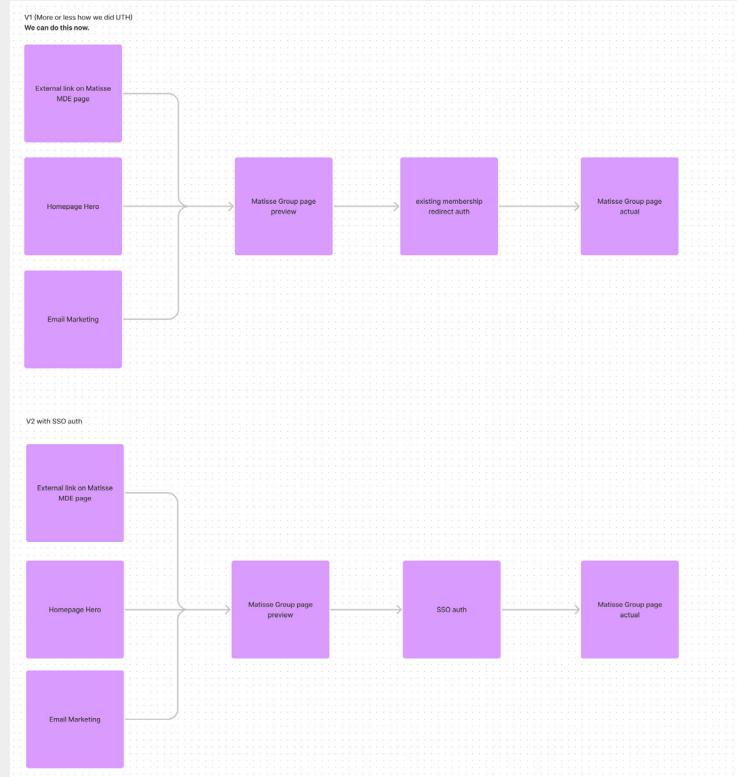


MoMA, Case Study: SSO

Much of this work was tied up with other projects in progress, so we also had to plan for different user journeys with a graceful degradation. We laid out three user flows for accessing member specific content via existing auth, via SSO, and a north star journey.

Eric Li

Portfolio of Work

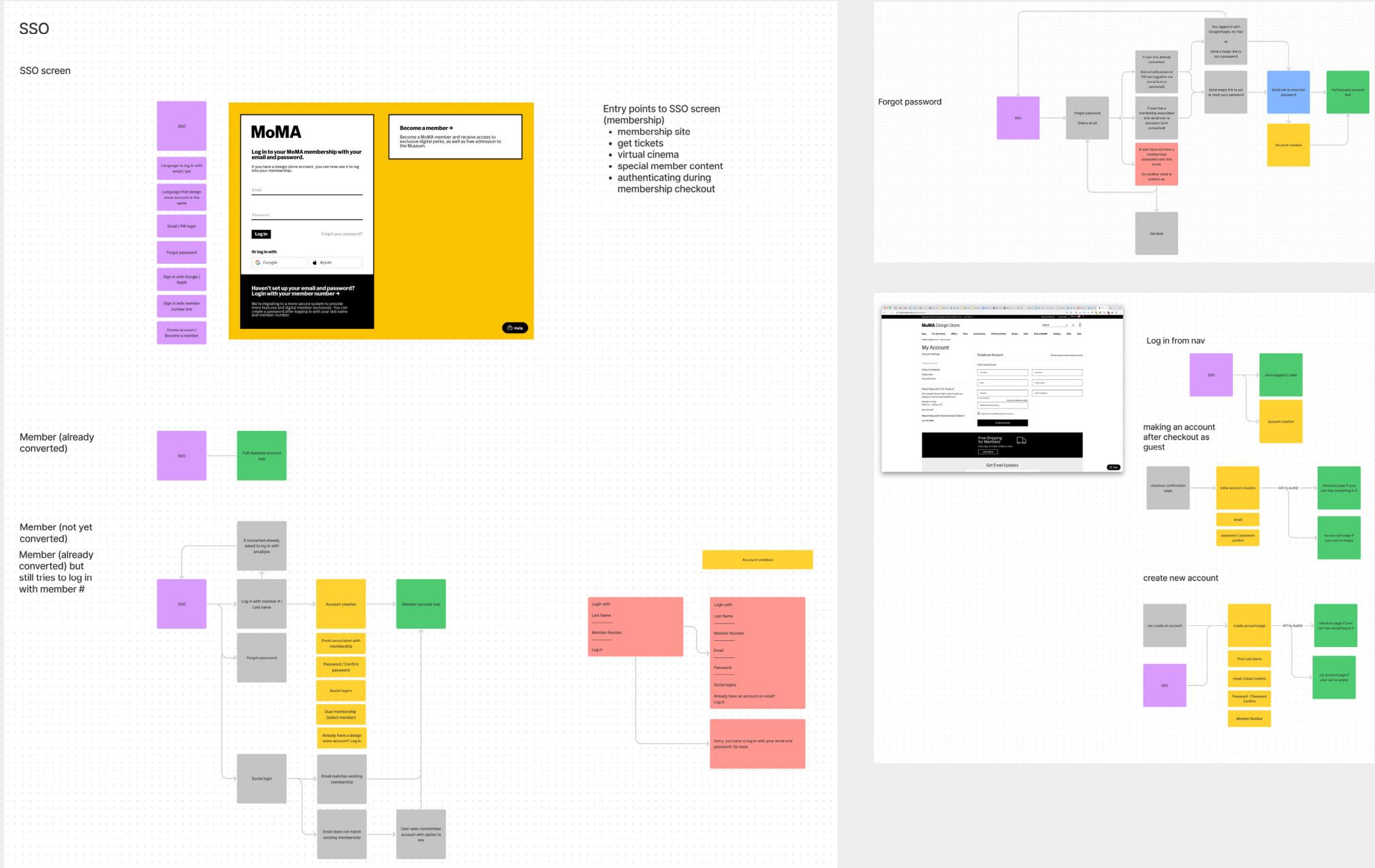


MoMA, Case Study: SSO

From here, we dived deeper into core SSO user journeys. Untangling this was a challenge, as each property had different ways of authentication (retail had existing accounts and membership used an insecure authentication of member number and last name). We reviewed core user journeys and outlined both the happy paths, as well as the edge cases.

Eric Li

Portfolio of Work

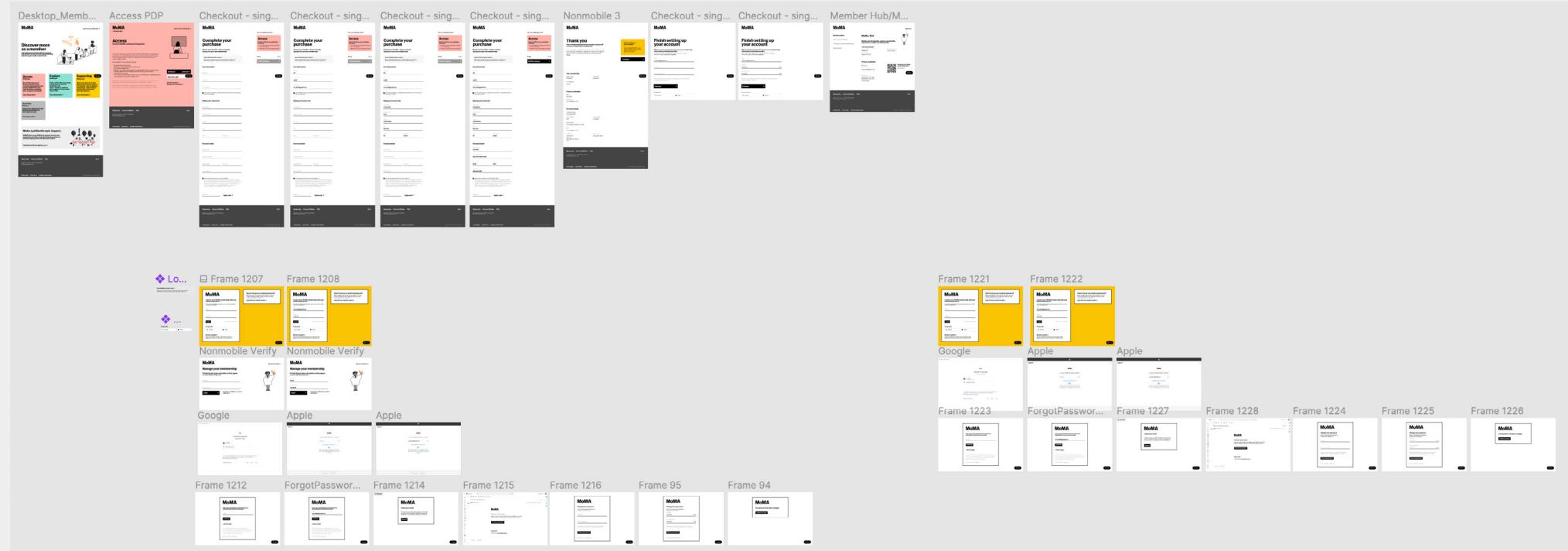


MoMA, Case Study: SSO

Of course we also had to design account creation, conversion flows, forgot password flows, and error states. After several rounds of user testing we arrived at a working prototype that I then worked with developers to translate into code.

Eric Li

Portfolio of Work



MoMA, Case Study: SSO

As we moved into design, our stakeholders in retail and membership both wanted their own brand expression. We had to balance that with a simple and recognizable interface across all surfaces. To do this, we created a custom Vue implementation interface that sat on top of our identity service provider, Auth0.

Eric Li

Portfolio of Work

Log in

Screens

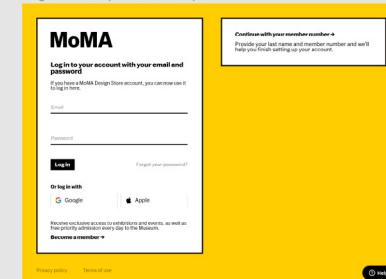
Login variations

The image displays a grid of 10 wireframe login screens for MoMA, organized into two main columns and five rows. The columns represent different devices: Desktop/Retail (light gray), Mobile (dark gray), Desktop/Membership (yellow), Mobile (purple), and Desktop/Org (blue). The rows represent different variations of the login process:

- Row 1:** Desktop/Retail (light gray) and Mobile (dark gray).
- Row 2:** Desktop/Membership (yellow) and Mobile (purple).
- Row 3:** Desktop/Org (blue) and Mobile (purple).
- Row 4:** Desktop/Retail (light gray) and Mobile (dark gray).
- Row 5:** Desktop/Membership (yellow) and Mobile (purple).

Each screen includes fields for Email and Password, a Log In button, and options for "Continue as a guest" or "Or log in with Google/Apple". A "Forgot your password?" link is also present. The mobile screens include additional sections for "Become a member" and "Continue with your member number". The desktop/membership screen includes a "Use it here" button for switching from the Design Store account.

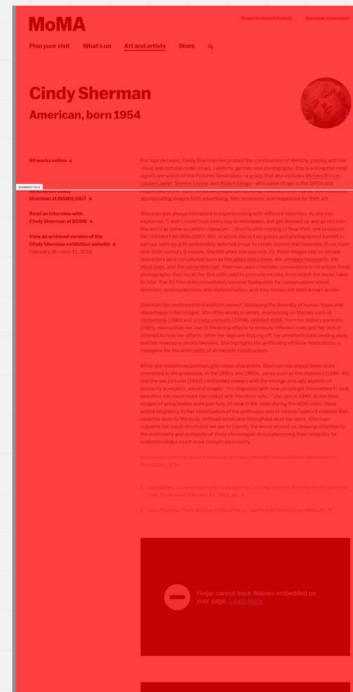
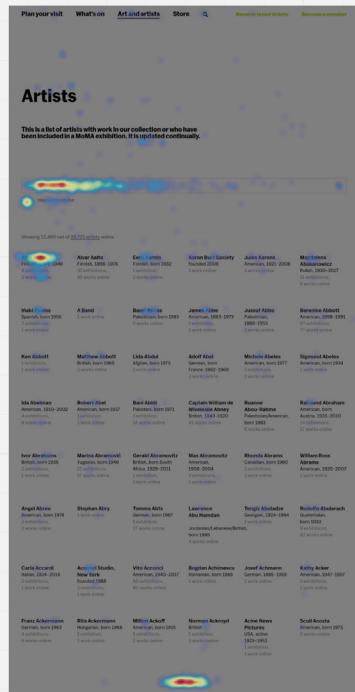
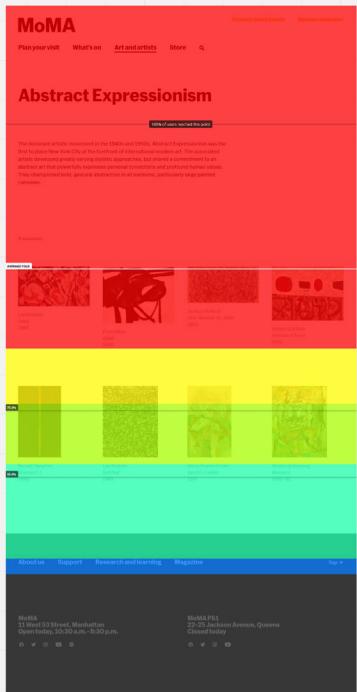
Login/Desktop/Membership



MoMA, Case Study: Artist Pages

Our artist pages are often seen as a canonical record of that artist's life. In 2021, our content and education teams worked with us to explore ways to spruce up our artist and art term pages, as well as increase discoverability.

We started by performing user surveys on these pages to understand how our audience was using our product. Combined with other user research tools like Hotjar and Analytics, we were able to present to our stakeholders some initial findings to direct our inception.



Analytics Conclusions

Users enter into term/artist pages from other parts of the site, or through search

The top pages visited from the index pages are all A's, meaning there is room to improve discoverability and navigation

Our most visited pages almost all have expanded content on them

Eric Li

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Artist Page Questions

Did you find what you were looking for? (Y/N)

We are conducting a brief survey of users on our site. Your responses will help us inform our product roadmap. There are 4 yes/no and one open ended question

How helpful would it be to have audio, publications, and other related content on this page? (1-5)

How helpful would it be to have expanded biographical and art historical content on this page? (1-5)

How helpful would it be to have additional education material on this page? (1-5)

How helpful would it be to filter or sort results when looking for artists? (1-5)

If you have any other suggestions or feedback, please let us know. (FRQ)

Artist Page Results

Jul 13-19

38.4% More audio/publications/other

53.4% Expanded biography

46.7% Additional educational material

52.1% Sorting and filtering

MoMA, Case Study: Artist Pages

In our inception, our PM and I facilitated the definition of goals, antigoals, and risks as well as the creation of user stories. With the rest of the team and stakeholders, we aligned our stories on an effort/impact chart and priced out stories.

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Agenda

60 minutes

Intro/User research findings: Eric Li (15 minutes) Review of current state of Artist Terms and Artist Pages, pop-up survey results

- Average artist page
 - All artist pages
 - All art terms
- How many people go from index -> artist page or art term page
- Page views: Top 10 artist pages and top 10 art terms
 - We'll audit content difference within those pages
- Exit rates
- Heat maps
 - Artist pages
 - One with content
 - One without content
 - Artist terms
 - One with content
 - One without content

OKRs, Goals, Anti-goals and Risks (15 minutes)

Content & Editorial, Education Wishlist (15 minutes)

User Persona and Story Writing (15 minutes)

OKRs

Budget
8 weeks of development and design

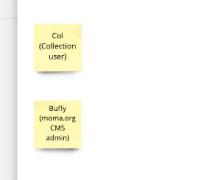
Objective
Enhance and optimize content on Art Terms and Artist pages so they are ranked highest on search results on the web

Key results
Improving UI leads to decreased average exit rate by 10% on Art Terms and Artist pages
Pages we work on appear in the top 5 of search results for that term/artist

Goals, Anti-goals, Risks

Goals	Anti-goals	Risks
Increase discoverability for users	Art terms have bad SEO because they're not in the top 5 of Google's results	Overwhelming user with too much content
Clear content hierarchy	Surfacing Educational/Custom resources	Efficient workflow between teams
Offering specific media type page for Art terms and Artist pages		

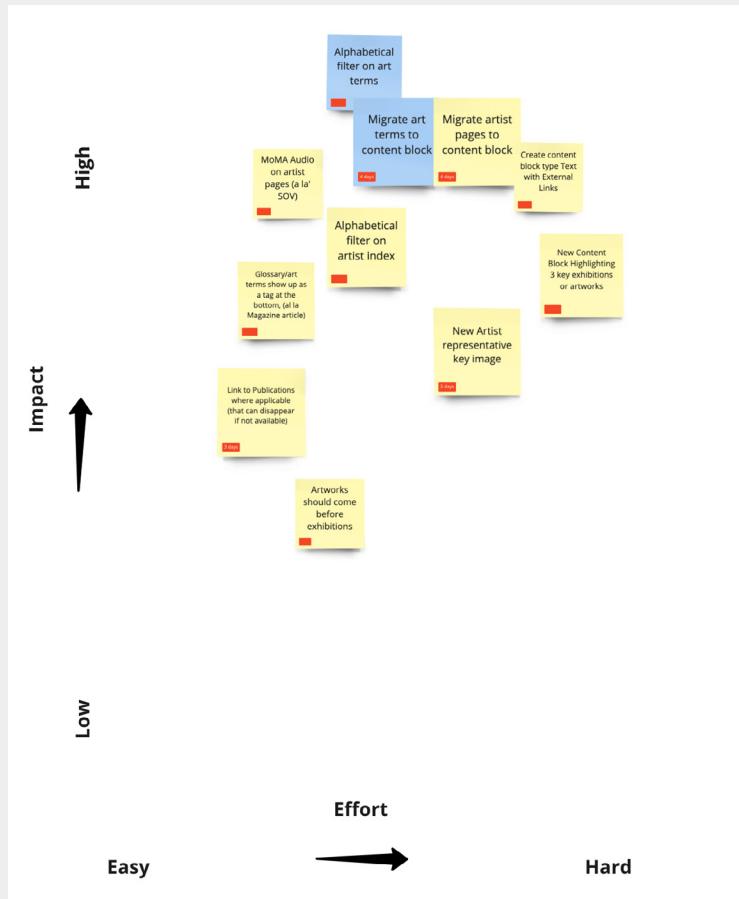
User personas



Content & Editorial, Education Wishli...

Name, dates

Onsite references to MoMA through their artworks site
Their performance class for performing artists?



MoMA, Case Study: Artist Pages

We approached this project pragmatically, deploying from our kit of parts what we could, and adding new feature development only when necessary. As part of this project, we also updated the design of these pages from our older, Made Thought era, design to the one we established in 2019.

12 works online



Lee Krasner
Still Life
1938



Lee Krasner
Seated Nude
1940



Lee Krasner
Untitled
1949



Lee Krasner
Number 3 (Untitled)
1951



Lee Krasner
Obsidian
1964



Lee Krasner
Untitled
1964



Lee Krasner
Gaea
1966



Image not available



Various Artists, Neil Blaine,
Preparatory drawing
1967



Lee Krasner
Preparatory drawing
1967



Lee Krasner
Unused preparatory
drawing
1967



Image not available



Lee Krasner
In-text plate (folios 5-6)
1967

Exhibitions



407: Frank
O'Hara,
Lunchtime Poet
Fall 2019–
Summer 2021
MoMA
Collection gallery



403: Action
Painting I
Ongoing
MoMA
Collection gallery



405: Action
Painting II
Ongoing
MoMA
Collection gallery



Making Space:
Women Artists
and Postwar
Abstraction
Apr 15–Aug 13, 2017
MoMA



A BIT OF
MATTER: The
MoMA PS1
Archives,
1976–2000
Apr 9–Sep 10, 2017
MoMA PS1

Lee Krasner
has 20 exhibitions
online.

Works

12 works online



Lee Krasner
Still Life
1938



Lee Krasner
Seated Nude
1940



Lee Krasner
Untitled
1949



Lee Krasner
Number 3 (Untitled)
1951



Lee Krasner
Obsidian
1964



Lee Krasner
Untitled
1964



Lee Krasner
Gaea
1966



Image not available



Various Artists, Neil
Blaine, Norman...
Preparatory drawings for
In Memory of My Feelings
1967



Lee Krasner
Preparatory drawing for
In Memory of My Feelings
1967



Lee Krasner
Unused preparatory
drawing...
1967

Show more results +

Exhibitions



403: Action Painting I
Through Winter
Collection gallery
MoMA



405: Action Painting II
Ongoing
Collection gallery
MoMA



407: Frank O'Hara,
Lunchtime Poet
Fall 2019–Summer 2021
Collection gallery
MoMA



Making Space:
Women Artists
and Postwar
Abstraction
Apr 15–Aug 13, 2017
MoMA



A BIT OF MATTER:
The MoMA PS1
Archives, 1976–2000
Apr 9–Sep 10, 2017
MoMA PS1



Abstract Expressionist
New York
Oct 3, 2010–Apr 25, 2011
MoMA



Painting & Sculpture II
Nov 20, 2004–Aug 5, 2015
MoMA



Making Choices
Mar 16–Sep 26, 2000
MoMA

Before

After

Eric Li

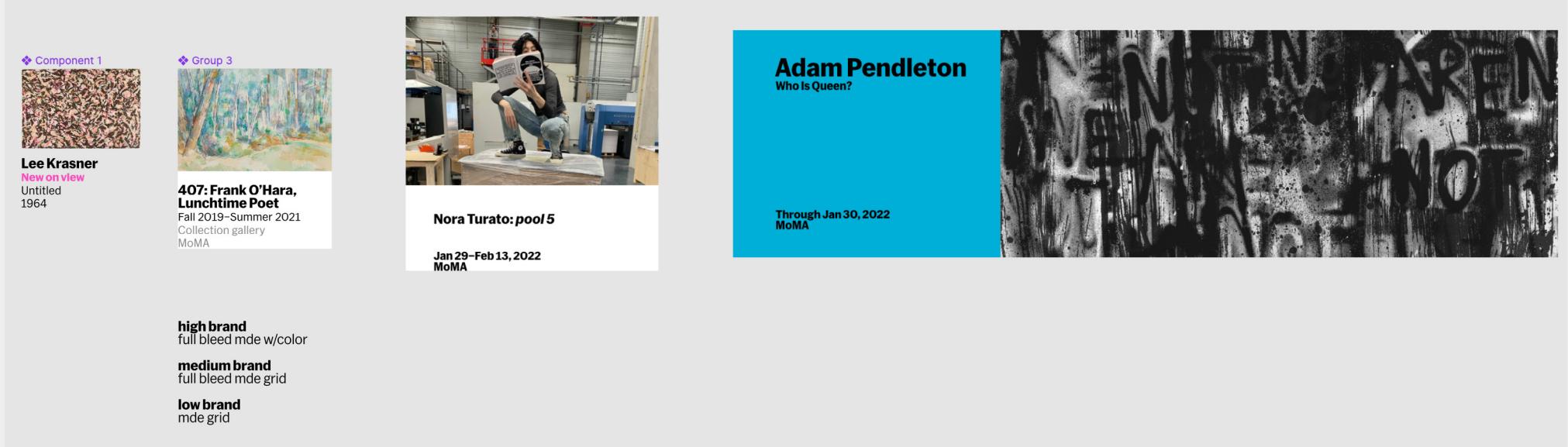
Portfolio of Work

MoMA, Case Study: Artist Pages

Since MoMA's brand is so visually expressive, we drew the line that on reference pages, we would not include full bleed images. This would elevate our more "marketing" pages at a higher level in brand expression. Our work also introduced back links and an autogenerated Table of Contents which could be reused elsewhere on our site.

Eric Li

Portfolio of Work



❖ Component 1

❖ Group 3

Lee Krasner
New on view
Untitled
1964

407: Frank O'Hara, Lunchtime Poet
Fall 2019–Summer 2021
Collection gallery
MoMA

Nora Turato: pool 5
Jan 29–Feb 13, 2022
MoMA

Adam Pendleton
Who Is Queen?

Through Jan 30, 2022
MoMA

high brand
full bleed mde w/color

medium brand
full bleed mde grid

low brand
mde grid

Works ↓

Exhibitions ↓

Audio ↓

Publications ↓

Associated art terms include Abstract Expressionism, Abstraction, Allover painting, Gestural, and Painting.

"I like a canvas to breathe and be alive. Be alive is the point."

Lee Krasner

Lee Krasner was a force of nature, always pushing abstraction forward. Her work over 50 years suggests perpetual, restless reinvention, encompassing portraits, Cubist drawings, collage, assemblage, and large-scale abstract painting. A pioneer of Abstract Expressionism, she was also one of the key crusaders for Jackson Pollock's legacy. As the art historian Helen Harrison, now the director of the Pollock-Krasner House in Springs, NY, once wrote, Krasner "squeezed the juice out of her imagery."¹

← Art terms

Allover painting

MoMA, Case Study: Artist Pages

To aid in discoverability, we also added images on our artist index page, a redesigned search field, and the ability to sort by random. We also added a component for exploring other artists if your search query turned up empty. Since not all the artists in our collection had gotten an editorial pass, we made sure to only link to those pages with content.

[Artist Index](#)
[Lee Krasner](#)

[Art Terms](#)
[Abstraction](#)

This screenshot shows the MoMA Artist Show mobile website. At the top, there are links for Tickets and Join. Below that is a navigation bar with Visit, What's on, Art, Store, and a search icon. A sidebar on the left lists artists under 'Artists' with a note that it's updated continually. It includes a search bar for 'Search artists' and filters for 'Has works online'. Below this, it says 'Showing 12,540 out of 26,843 artists online' and lists several artists with their names, nationalities, and years (e.g., Alvar Aalto, Eero Aarnio, Jules Aaron). At the bottom, there are links for About us and Top ↑.

This screenshot shows a search result for 'lee krasner' on the MoMA Artist Show mobile website. The results page has a header with 'Tickets' and 'Join'. It shows a search bar with 'lee krasner' and a checkmark indicating 'Has works online'. Below the search bar are sorting options 'A-Z' and 'Random'. The main content area displays a grid of artist cards, each with a thumbnail, name, nationality, and year (e.g., Lee Krasner, American, 1889–1964). A note at the bottom says '0 results for "lettuce"'.

This screenshot shows a search result for 'lettuce' on the MoMA Artist Show mobile website. The results page has a header with 'Tickets' and 'Join'. It shows a search bar with 'lettuce' and a checkmark indicating 'Has works online'. Below the search bar are sorting options 'A-Z' and 'Random'. The main content area displays a grid of artist cards, each with a thumbnail, name, nationality, and year (e.g., Yayoi Kusama, Japanese, born 1929). A note at the bottom says 'Showing 37 out of 26,843 artists online'.

This screenshot shows a search result for 'jules aaron' on the MoMA Artist Show mobile website. The results page has a header with 'Tickets' and 'Join'. It shows a search bar with 'jules aaron' and a checkmark indicating 'Has works online'. Below the search bar are sorting options 'A-Z' and 'Random'. The main content area displays a grid of artist cards, each with a thumbnail, name, nationality, and year (e.g., Jules Aaron, American, 1894–1949). A note at the bottom says 'Showing 11 out of 26,843 artists online'.

This screenshot shows the MoMA non-mobile website's 'Art terms' page. The header includes 'Reserve timed tickets' and 'Become a member'. Below the header, there's a section for 'Art and artists' with a note about it being updated continually. The main content area is titled 'Art terms' and includes a note about explaining techniques, mediums, art movements, and other terms. It shows a grid of terms with images and descriptions, such as 'Gelatin Silver Print (developing-out paper)', 'Gouache', 'Graphic Design', 'Abstract Expressionism', 'Gelatin Silver Print (developing-out paper)', 'Gouache', 'Graphic Design', 'Abstract Expressionism', 'Gestalt', and 'Graphic Design'. At the bottom, it says 'Showing 7 of 190 art terms'.

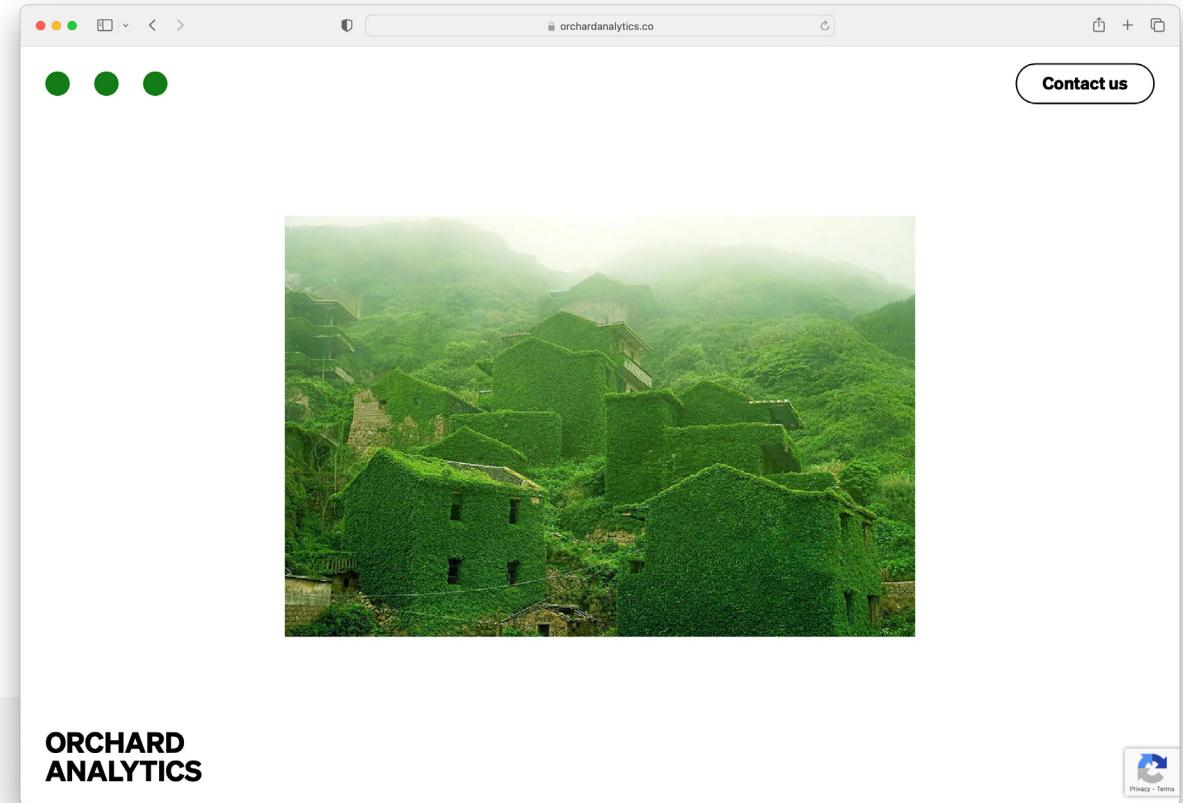
This screenshot shows the MoMA mobile website's 'Art terms' page. The header includes 'Visit', 'What's on', 'Art', 'Store', and a search icon. Below the header, there's a section for 'Art terms' with a note about it being updated continually. It shows a grid of terms with images and descriptions, such as 'Abstract Expressionism', 'Gelatin Silver Print (developing-out paper)', 'Gouache', 'Graphic Design', 'Abstract Expressionism', 'Gelatin Silver Print (developing-out paper)', 'Gouache', 'Graphic Design', 'Abstract Expressionism', 'Gestalt', and 'Graphic Design'. At the bottom, it says 'Showing 6 of 190 art terms'.

This screenshot shows another view of the MoMA mobile website's 'Art terms' page. The header includes 'Visit', 'What's on', 'Art', 'Store', and a search icon. Below the header, there's a section for 'Art terms' with a note about it being updated continually. It shows a grid of terms with images and descriptions, such as 'Abstract Expressionism', 'Gelatin Silver Print (developing-out paper)', 'Gouache', 'Graphic Design', 'Abstract Expressionism', 'Gelatin Silver Print (developing-out paper)', 'Gouache', 'Graphic Design', 'Abstract Expressionism', 'Gestalt', and 'Graphic Design'. At the bottom, it says 'Showing 6 of 190 art terms'.

Eric Li Portfolio of Work

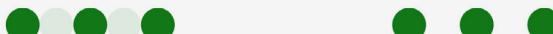


ORCHARD ANALYTICS



Orchard Analytics
Logo and Lockup

Orchard's logo is defined by three equal circles, with equivalent space between. This represents not only an abstract representation of an actual orchard, but an ellipsis — continuous thinking and analysis which yields thoughtful results. There are no kneejerk reactions, and all work is considered.



The company's logotype is its name in all caps. The full lock up is the logo to be stacked on the logotype, which in turn is also stacked.

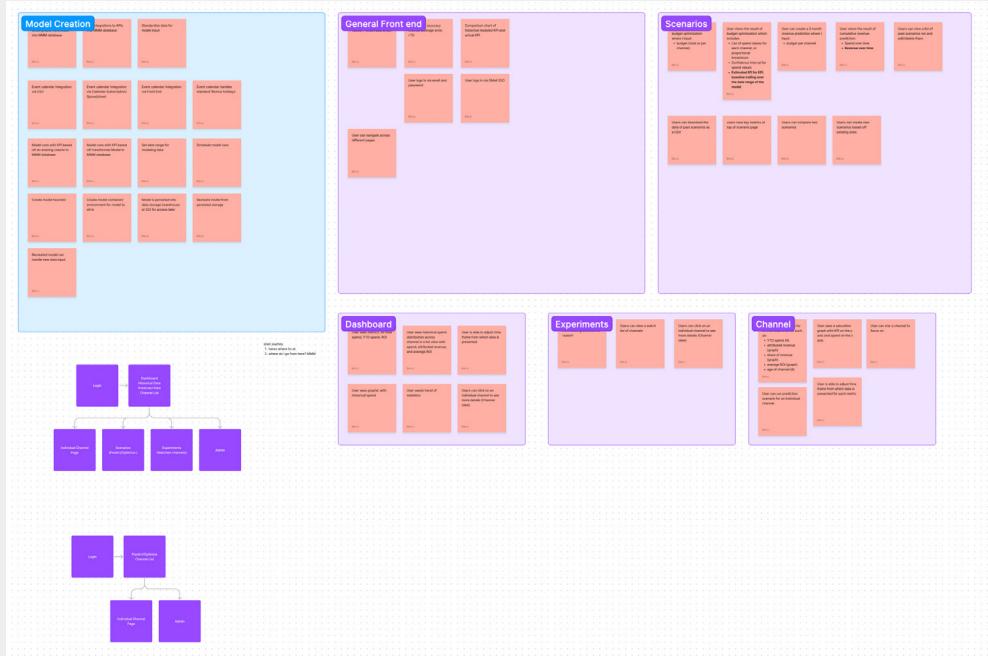


Orchard Analytics, Case Study: MMM

In addition to their marketing site, I also worked with Orchard to define a sub-brand and product design for their Media Mix Marketing product, Sprout. This began with a feature workshop to understand which product features were MVP and which could come later. I then did an information architecture pass and created rough wireframes for stakeholders to understand and discuss.

Eric Li

Portfolio of Work



This section displays wireframe mockups for various Sprout features, each with associated user stories:

- Scenarios:**
 - Scenarios:** Shows a table with columns: Scenario, Date Created, Last Run, Total Spend, and Total Revenue. A summary row indicates 20%, \$12k, and \$15.4k.
 - New Scenario:** A form for creating a new scenario, including fields for Scenario Name, Scenario Description, Budget Range, and Budget Allocation.
- Experiments:**
 - Experiments:** Shows a table with columns: Owner, Status, Published Version, and Published Date. A summary row indicates 1 owner, 1 status, 1 published version, and 1 published date.
 - New Scenario:** A form for creating a new experiment, including fields for Experiment Name, Experiment Description, Experiment Type, and Experiment Status.
- Homepage:**
 - Homepage:** Shows a chart titled 'Company Name' with data for 'Total spend', 'Total revenue', and 'Total profit' over time.
 - Homepage with different time periods:** Shows a chart titled 'Company Name' with data for 'Total spend', 'Total revenue', and 'Total profit' over a different time period.
- Channel view:**
 - Channel view:** Shows a chart titled 'Google Adwords' with data for 'Total spend', 'Total revenue', and 'Total profit' over time.

Orchard Analytics, Case Study: MMM

I then created high fidelity Figma components with documented interaction to create user flows from.

Eric Li

Portfolio of Work

❖ Scenarios/Header

Scenario	Date created	Timeframe	Total spend	Forecasted revenue
Fall 2022 projections	09/29/22	3 Months	\$54,309	\$38,932

❖ Scenarios/Content

Scenario	Date created	Timeframe	Total spend	Forecasted revenue
Fall 2022 updated projections	Running...			
Fall 2022 projections	09/29/22	3 Months	\$54,309	\$38,932
August minus Metalabs	08/01/22	3 Months	\$28,302	\$5,677
August	08/01/22	3 Months	\$55,000	\$19,332
Summer v5	06/03/22	3 Months	\$19,000	\$10,000
Summer v4	06/01/22	3 Months	\$18,500	\$9,325
Summer v3	06/01/22	3 Months	\$19,752	\$11,500

❖ Top Nav

Logout

❖ Sidebar

- Home
- Experiments
- Scenarios

❖ Nav Buttons

- Home
- B...
- Button

❖ Text input

Input name
e.g. Example input

Input name
Fall 2022 Projections

❖ Data input

e.g. Example input
Example Input

❖ Data...

weekly
monthly
lump

❖ Picker UI

Last week
Last 2 weeks
Last month
Last 6 months
Last year
All time

❖ Check...

Checkbox Item
 Checkbox Item

❖ Checkbox L...

Checkbox Item

❖ Checkbox L...

Input name
 Checkbox Item
 Checkbox Item
 Checkbox Item
 Checkbox Item

❖ Option

Option item
 Option item
 Option item

❖ Toggle

Input name
 Option item
 Option item
Input name
 Option item
 Option item

Settings

Sprout by Orchard
Media Mix Modeling

Orchard Analytics, Case Study: MMM

From these components, I established all key pages in high fidelity designs for hand off to developers.

Eric Li

Portfolio of Work

Home

Overview

Revenue and Spend

20% Average ROI
+10% the previous week

\$16.0k Total Spend
+\$14.8k the previous week

\$8.1k Total Revenue
+\$8.0k the previous week

Channel Metrics Data presented from previous week

Channel	Spend	Attributed Revenue	ROI
TikTok	\$15,500	\$10,100	20%
Snap	\$15,500	\$10,100	20%
Meta	\$15,500	\$10,100	20%
Google AdWords	\$15,500	\$10,100	20%
NYT	\$15,500	\$10,100	20%
Meta	\$15,500	\$10,100	20%
Meta	\$15,500	\$10,100	20%
Meta	\$15,500	\$10,100	20%

Experiments

Experiments Data presented from previous week

Channel	Spend	Attributed Revenue	ROI
TikTok	\$15,500	\$10,100	20%
Snap	\$15,500	\$10,100	20%

Settings

Model Details This model was last updated on Sept 30, 2022 at 9:00 p.m. We update your model on a weekly basis. If you like to manually regenerate your model, you may do so below.

Calendar

Name	Begin	End	Type
Summer Launch	6/20/22	6/20/22	Promotion
Fall Sale	9/01/22	9/16/22	Sale

Scenarios

Scenarios

20% Average ROI
+\$8.0k the previous week

\$16.0k Total Spend
+\$14.8k the previous week

\$8.1k Total Revenue
+\$8.0k the previous week

New scenario

Scenario	Date created	Timeline	Total spend	Forecasted revenue
Fall 2022 updated projections	Running...			
Fall 2022 projections	09/29/22	3 Months	\$84,300	\$58,932
August minus Metabots	08/01/22	3 Months	\$29,302	\$15,077
August	08/01/22	3 Months	\$55,000	\$39,332
Summer v6	06/01/22	3 Months	\$19,000	\$10,200
Summer v4	06/01/22	3 Months	\$18,100	\$9,325
Summer v3	06/01/22	3 Months	\$19,752	\$11,500

Scenario/Creation

New scenario

Predict your future revenue and ROI over time. Select the channels you want to spend on in the near future, and provide a budget schedule. Or let us optimize your channel spend for you. When the model runs, it also lets this account budgets and sales in its prediction.

Scenario name Fall 2022 updated projections

Channels

- All
- Metabots
- Adwords Select

We've auto-selected any channels which you had spend on in the past 3 months

Budget allocation planning

- Optimize my budget for me
- Define my budget distribution

By providing a minimum and maximum budget allocation for us, we can tell you exactly how much to spend each where.

Budget Minimum \$92,000

Budget Maximum \$100,000

When setting budget allocations, we'll project your minimum and maximum spend levels based on a 25% variance above and below your three-month trailing total. You're welcome to adjust these as you see fit.

Channel	Minimum	Maximum
Metabots	\$81,000	\$103,000
Adwords	\$81,000	\$103,000
Channel	\$81,000	\$103,000

Reset allocations **Forecast revenue**

Scenario/Pending

Fall 2022 updated projections

Model run in progress... We'll send you an email when it's ready.

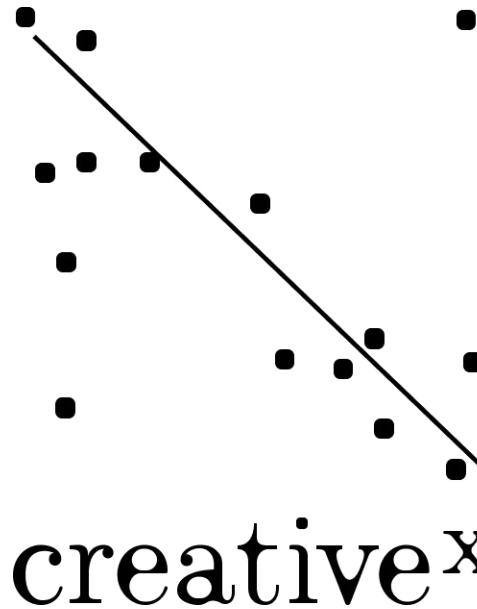
Scenario name	Timeline	Budget allocation
Fall 2022 updated projections	3 months	Optimized budget

Channels Meta, Adwords, Tiktok

Create a copy of this scenario

creative^x

Identity, dynamic logo, and website with Nazli Ercan



Eric Li

Portfolio of Work



CreativeX is an (un)disciplined collective of collaborating scientists and artists at Princeton University, through a generous donation to Princeton's School of Engineering and Applied Science.

PLOrk Concert
June 24, 2022
7:00 pm
Lewis Arts Complex

creative^x

- Aynsley L. Vandenbroucke
- Jane F. Cox
- Forrest Meggers
- Rebecca J. Lazier
- A.M. Homes
- Adam Finkelstein
- Branko Glisic
- Dan Trueman...

CreativeX is an (un)disciplined collective of collaborating scientists and artists at Princeton University, through a generous donation to Princeton's School of Engineering and Applied Science.

Today's weather in Princeton, NJ is 72° and sunny. The current time is 9:42 am. Your current time is 9:42 am. Upcoming events... June 24, 2022 at 7:00 pm Performance by PLOrk Concert

Rhythm Bots

May 6-29, 2022
Pink Noise Projects
Philadelphia

Participants
Naomi Leonard
Susan Marshall

Naomi Elrich Leonard, Professor of Mechanical and Aerospace Engineering at Princeton University, studies and designs the "logic" behind collective motion and decision-making dynamics of groups in nature, robotics, and dances. Susan Marshall, choreographer, professor and Director of Dance at Princeton University, uses recursive syntax and details of touch, intention, gravity, and gaze to probe the complexities of human behavioral systems and interpersonal relationships. Naomi and Susan first collaborated in 2010 on the site-specific performance piece "Flock Logic", which explores what happens when human movers apply the rules used in models of flocking birds and schooling fish. More recently, Naomi collaborated with Susan on her performance installation "Rhythm Bath", which offers an inviting space connecting audiences and performers through synchronized and rhythmic human movement. This collaboration led to questions about the possibilities for rhythmic

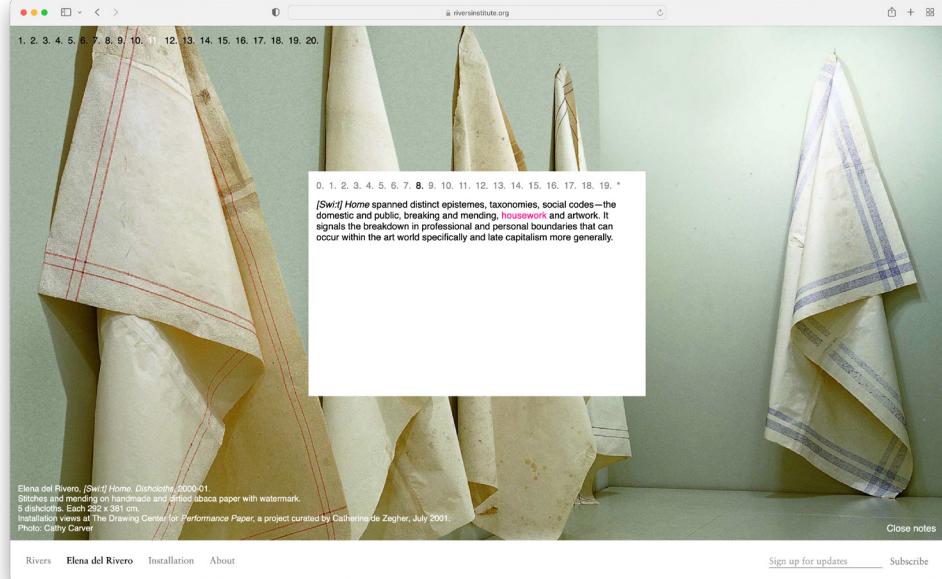
creative^x

- Aynsley L. Vandenbroucke
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- A.M. Homes
- Adam Finkelstein
- Branko Glisic
- Dan Trueman
- Jeff Snyder
- Maria E. Garlock
- Susan S. Marshall
- Sigrid M. Adriaenssens...

Rivers Institute for Contemporary Art & Thought, riversinstitute.org

Website design and development with Nazli Ercan and Scott Ponik

Eric Li
Portfolio of Work

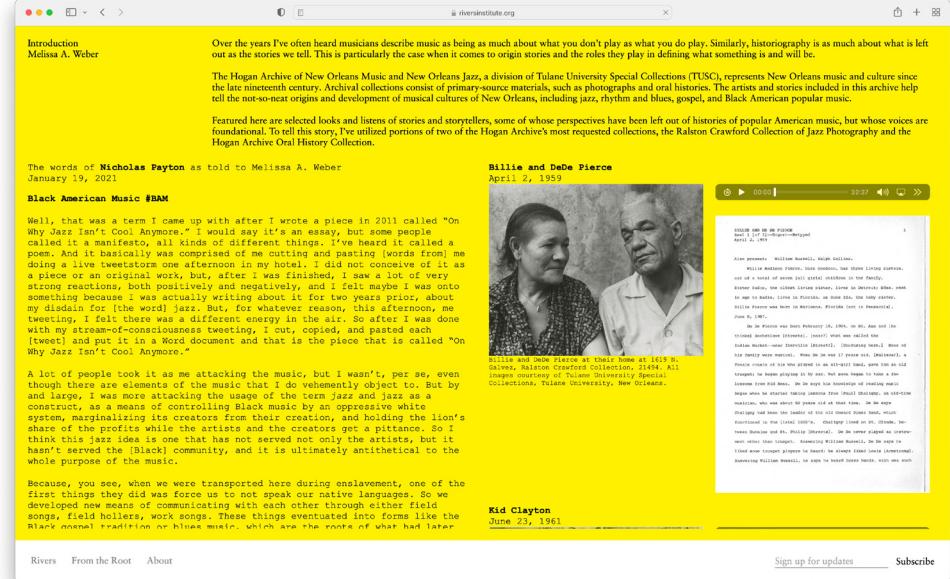


A photograph showing several folded white towels with red stitching on a shelf. A small white box with a black border contains text: "1. 2. 3. 4. 5. 6. 7. 8. 9. 10. 11. 12. 13. 14. 15. 16. 17. 18. 19. 20." Below the box, the text reads: "[Sw/] Home spiced up performances, tawdry social media, the domestic public, breaking and mending, housework, and more... It signals the breakdown in professional and personal boundaries that can occur within the art world specifically and late capitalism more generally."

Elena del Rivero, [Sw/] Home, Dischots, 2000-01.
Stitches and mending on handmade and printed abaca paper with watermark.
6 dishtowels, Each: 60 x 381 cm.
Installation view at The Drawing Center for Performance Paper, a project curated by Catherine de Zegher, July 2001.
Photo: Cathy Carver

Rivers Elena del Rivero Installation About

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Introduction
Melissa A. Weber

Over the years I've often heard musicians describe music as being as much about what you don't play as what you do play. Similarly, historiography is as much about what is left out as the stories we tell. This is particularly the case when it comes to origin stories and the roles they play in defining what something is and will be.

The Hogan Archive of New Orleans Music and New Orleans Jazz, a division of Tulane University Special Collections (TUSC), represents New Orleans music and culture since the late nineteenth century. Archival collections consist of primary-source materials, such as photographs and oral histories. The artists and stories included in this archive help tell the non-western origins and development of musical cultures of New Orleans, including jazz, rhythm and blues, gospel, and Black American popular music.

Featured here are selected looks and listen of stories and storytellers, some of whose perspectives have been left out of histories of popular American music, but whose voices are foundational. To tell this story, I've utilized portions of two of the Hogan Archive's most requested collections, the Ralston Crawford Collection of Jazz Photography and the Hogan Archive Oral History Collection.

Billie and DeDe Pierce
April 2, 1959



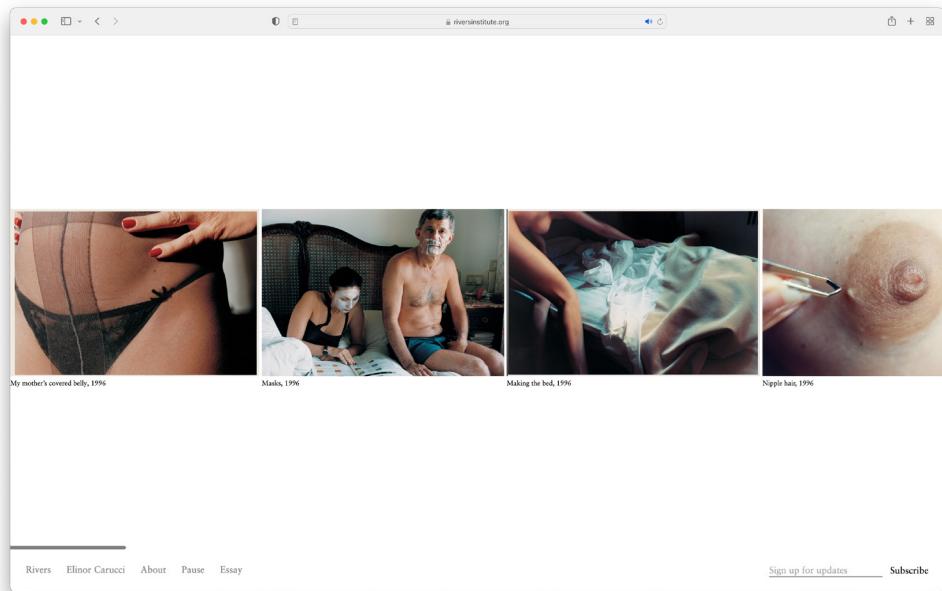
Billie and DeDe Pierce at their home at 1619 N. 2nd Street, Philadelphia, PA, April 2, 1959. Photo by Ralston Crawford. All images courtesy of Tulane University Special Collections, Tulane University, New Orleans.

Kid Clayton
June 25, 1961



Kid Clayton at his home in Philadelphia, PA, June 25, 1961. Photo by Ralston Crawford. All images courtesy of Tulane University Special Collections, Tulane University, New Orleans.

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My mother's covered belly, 1996

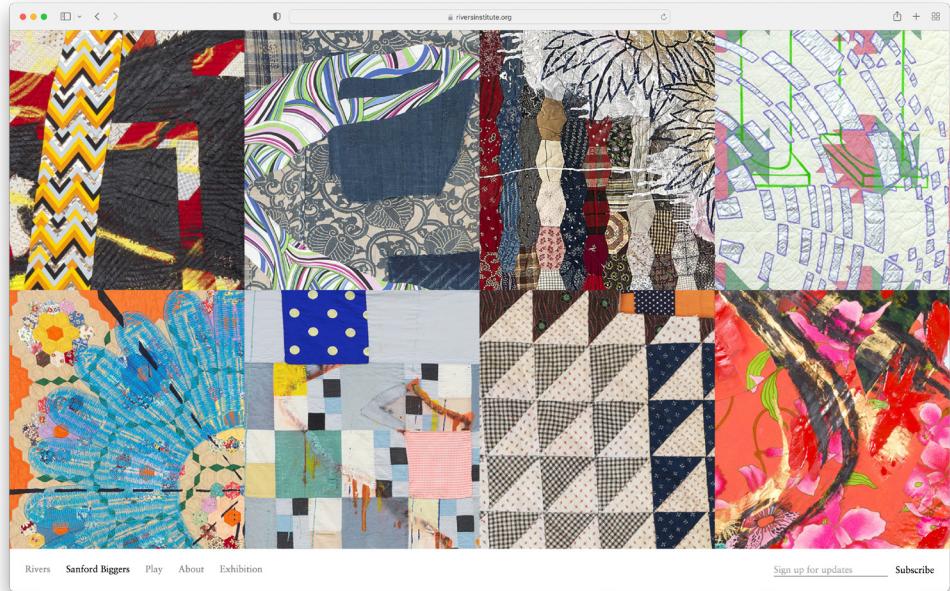
Malek, 1996

Making the bed, 1996

Nipple hair, 1996

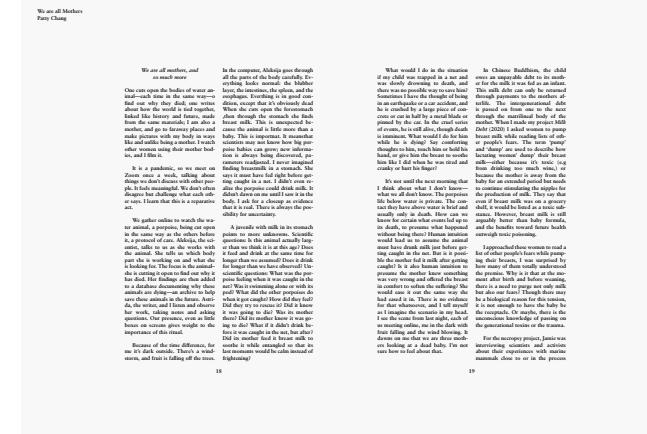
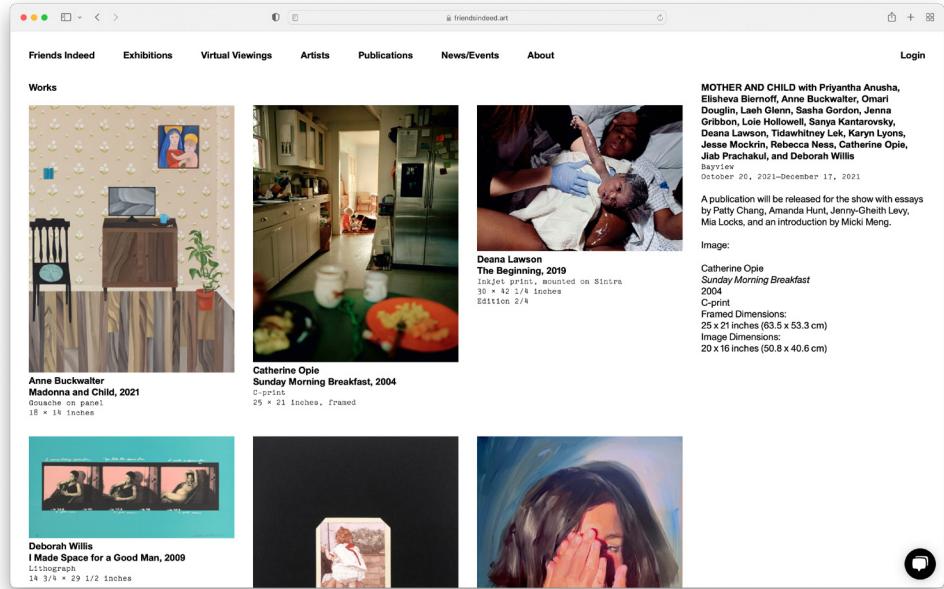
Rivers Elinor Carucci About Pause Essay

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Rivers Sanford Biggers Play About Exhibition

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Oversharing
Sept 13 – Oct 25, 2019

Carl Cheng
Ryan Gander
Sarah Hotchkiss
Chris Kraus
Jason Meadows
Simon Dybbroe Møller
Laura Owens
Frances Stark
Marian Wallace

During my lunch break, I hop on my bicycle, leave, visit from friends Hill in L.A., and return home. While white rooms of Friends Indeed are filled with art, the gallery space is a stark contrast. It is a simple, white-walled room with a long table and chairs where we have our meetings. It is a quiet, intimate space.

Sarah Hotchkiss, Mother and Child

2021, the viewer looks up at a nude woman holding a child. Her body is a stark contrast to the surrounding environment, but she also offers a sense of resonance in her vulnerability and tenderness.

As a mother, I feel like I'm not alone in this.

In Studio, we gather around a table and look at a photograph of a woman holding a child. She is nude, and the child is also nude. They are both looking directly at the camera. The woman has a gentle expression on her face, and the child is looking slightly away. The lighting is soft, creating a warm and intimate atmosphere.

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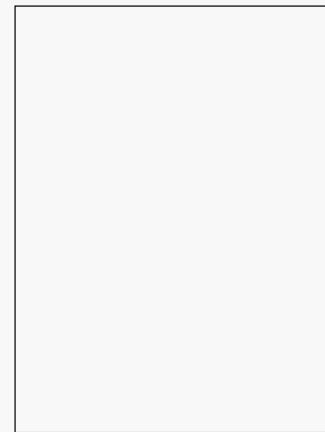
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Friends Indeed Gallery, friendsindeed.art
Identity, website, and books with Nazli Ercan

Checklist on receipt paper

Certificate of Authenticity



This document is to certify the authenticity of the work and must accompany the work through any transfers in ownership.

Name of the artist
Name of Artwork
Date
Medium
Size

All Copyrights and Reproduction Rights are retained by the artist. This expr

_____,
Dear _____,

I hope you are _____. In these Lynchian times, _____

as the world continues to combust. _____ Ground

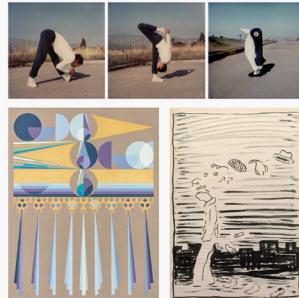
Hog Day. I am sharing images of _____. I will _____

_____ New work available _____

_____ by appointment. We look forward to _____ at Friends Indeed Gallery.

Yours,

Friends Indeed Gallery



Michael Jang, *Tai-Chi Stretch 1, 2, and 3*, 1972 (Top), Eamon Ore-Giron, *Infinite Regress LXVII*, 2019 (Left), David Weiss, *Untitled*, 1975 (Right)

Outrunning the Race

A group show about the limitations of consciousness.

Featuring Tauba Auerbach and Hiro Kone, Abraham Cruzvillegas, Donna Haraway, Michael Jang, David Kasprzak, Nion McEvoy Jr., Eamon Ore-Giron, Gala Porras-Kim, Jesse Schlesinger, Gabriel Sierra, Bradley Ward, and David Weiss.

Outrunning the Race muses over a dog howling in protest to the limits of its own consciousness (Pynchon). The show equalizes, if not privileges, flora and fauna over ego, takes a closer look at the supernatural in nature, and considers the threshold of mind (human or non), and the longing to escape our bodies and morph into forms of otherness. *Outrunning the Race* conceives of nature's worth, exuberant beauty, simple complexity, and its flourishing without human intervention.

Special thanks to the artists, Dais Records, Ryan Martin, Gibby Miller, Moen, Jesse Schlesinger, Oskar Weiss, and Sonya Yu.

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friendsindeed.art

Eric Li
Portfolio of Work

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Press Inquiries:
archive@friendsindeed.art

Outrunning the Race
Nov 02, 2019–Dec 13, 2019
Featuring Tauba Auerbach and Hiro Kone, Abraham Cruzvillegas, Donna Haraway, Michael Jang, David Kasprzak, Nion McEvoy Jr., Eamon Ore-Giron, Gala Porras-Kim, Jesse Schlesinger, Gabriel Sierra, Bradley Ward, and David Weiss

Tauba Auerbach and Hiro Kone
Clear Red/Blue Splatter LP
10 x 10 in
25.4 x 25.4 cm
Available in Gallery Only
Edition of 100
(TAHK-E01-19)

Abraham Cruzvillegas
Autoconciencia A, 2016
Collage
Framed Dimensions:
23 1/2 x 29 1/2 x 1 1/2 inches
(59.7 x 74.9 x 3.8 cm)
Image Dimensions:
19 1/2 x 25 1/2 in



Friends Indeed Gallery
716 Sacramento Street
San Francisco, CA 94108

Mailing address: 2458 Great Hwy
San Francisco, CA 94116
Tel: 213-369-0686
Email: hello@friendsindeed.art

Google SPAN 2016

Website for Google SPAN 2016 conference in LA and Tokyo with Rob Giampietro, Damien Correl, and Paul Schlacter

design.google/span-2016-la/

Eric Li

Portfolio of Work

