Sangli Li

www.sanglidesign.com

Experience Designer and Researcher

sangli610@gmail.com
626-376-3795
1223 Beryl St, Apt E, Redondo Beach, CA 90277

ACADEMIA

Art Center College of Design 2013-2015
Master of Fine Arts (MFA), Media Design Practices, Graduated Magna Cum Laude

Australia Queensland University of Technology 2010 – 2013
Bachelor of Creative Industries,
Interactive Visual Design, Graduated with Distinction (Magna Cum Laude)

EXPERIENCE

Senior Experience Designer
Boston Consulting Group Digital Venture
June 2015 - present
- UX and UI design
- Branding consultation
- Xcode high fidelity prototyping
- Physical interactive installation experiments

Studio Media Designer (Part-Time)
TBWA \ Media Arts Lab, Los Angeles, CA
September 2014 – April 2015
- Work in interdisciplinary commercial visual media environment
- Collaborate with different teams on different projects and provide creative technical assistants for interaction design
- Generate strategic concepts and ideas
- Provide UX solution and UI interface for screen based interactive media
- Video productions and motion graphics designs
- Rapid wire frame design, web ads mock-up, and prototyping with AxurePro, Sketch, etc.

Photographer
September 2013 – April 2015
- Photograph various kinds of events, conference, colloquium, symposium for web contents, booklet, online publishing, marketing materials, etc.
- Videotape events, and post-production.

UX Design Consultant
HTC, Pasadena, CA
July 2014 – July 2014
- Directed the team and provided design solutions
- Collaborated with two other designers as a multidisciplinary team
- Provided design consultancy on subject of future courtship and intimacy
- Rapid prototype / demo of ideas
- Planned brainstorming sessions
- Selected by HTC as the best team for providing both provocative and practical UX solutions

Design Intern
TBWA \ Media Arts Lab, Los Angeles, CA
May 2014 – July 2014
- Worked on various kinds of advertising campaign cases
- Designed assets for different media types, ranging from TV spots, magazine, newspaper to social media, website, mobile apps, etc.
- Assisted strategic design group in preparing presentation, setting up stages
- Worked with creative and design teams to develop concepts in design marketing, branding and identity-based assets

Tutoring Photoshop, Illustrator, AfterEffects (Volunteer)
Brisbane, Queensland, Australia September 2011 – March2012
- Instructed students without any design background to learn entry level software.
- Excelled at communicating with non-designers

DESIGN PROJECTS

Expressive Wearable
This project sponsored by Intel Corporation was conceived as part of the Media Design Practices course. I designed and built working prototypes to explore the potentials and challenges of future wearable systems, considering interaction design, technology and stories of how people might live with these systems. Project was featured on major news, news sources, press conference, and online media.

"Nature is Speaking" campaign
This campaign for Conservation International, the largest environmental organization ngo, was launched nationally on SXSW Eco 2015 conference and reaching millions size audience. The project featured film celebrities to act as the voice of nature, including Julia Roberts and Harrison Ford, asking people to protect our environment. I worked as a media strategist and creative technologist with the team, providing UX, UI solutions for the campaign website, also working on print media, web banner ads, and feature film editing, etc.

Inside out 11M
This project is a nationwide participatory art initiative aimed at creating a portrait of America that includes immigrants and the descendants of immigrants alike. I worked on print media and social media. Project manifesto spot published on Wall Street Journal and Washington Post. Poster retouched and printed out in gigantic size, placed in front of parliament house.

SKILLS

- Design research, Interaction design, User experience, UI design, Rapid prototyping, Video production, Motion graphics, Photography, Sketch, Axure, HTML, CSS, Adobe Creative Suite, Maya.
- Working / Prototyping knowledge on: Xcode, Processing, Arduino, Max/Msp
- Fluent in Chinese

AWARDS

-- **2015 IxDA Awards** BEST STUDENT Award & FINALIST in Expressing Category

-- **2015 SXSW Interactive Innovation Awards** Winner

-- **2015 Red Dot Award** Winner
Red Dot Design Award for Design Concepts

-- **2015 Adweek Project ISAAC Award Gravity + (best in show)** Winner
Adweek Project ISAAC Award

-- **2015 Core 77 Awards / Interaction /** Student Noteable

-- **2015 Cannes Lions International Festival of Creativity** / Gold Film Craft
"Nature is Speaking" - Ocean - Role: Design

-- **2015 Cannes Lions International Festival of Creativity** / Shortlist Film Craft
"Nature is Speaking" - Mother Nature - Role: Design

-- **2013 14th Annual HOW Interactive Design Awards**
HOW magazine 2013

-- **2012 Adobe Design Achievement Award** Semifinalist
Adobe and Icograda IDA 2012

-- **2010 Creative Industries Executive Dean's** Merit Scholarship
Queensland University of Technology

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MEDIAS

- **2015 pfsk** feature "'Wearable' Clothing Expresses What Words Cannot"
- **2015 Silicon ANGLE** feature "Head-turning wearable devices at SXSW 2015"
- **2015 Bloomberg** feature "Bloomberg Joins IxDA to Honor Excellence in Interaction Design"
- **2014 ABC 7 LA** feature "Technology Experiments"
- **2014 LA Times** feature "Beyond Google Glass"
- **2014 FastCompany** feature "Fancy Hat Shields You from Bright Lights, Big City Jerks"
- **2014 SCPR** feature "5 cool 'wearable' prototypes that might be the next Google Glass"
- **2014 TRENDHUNTER** Feature "Protective Fancy Hats"
- **2014 Business Standard** feature "'Smart' hat shields wearer from loud noises, bright lights"
- **2014 Gizmag** feature "Expressive hat defends wearer from undesirable actions"
- **2014 Adafruit** feature "Fancy hat shields you from bright lights, big city jerks #WearableWednesday"
- **2014 FashionNotes** feature "Tech Thursday: Expressive Wearables"
- **2014 PIXELONOMICS** feature "Expressive Hat to Rescue – Sangli Li"
- **2014 htxt.africa** feature "The (Offbeat) Future of Wearables"
- **2014 Elcomercio** feature "El sombrero que evita las cámaras: mezcla de moda y tecnología"
- **2014 Dotted Line** feature "Fashion forward meets emotional rescue: Art Center students imagine the future of wearables"
- **2014 Memburn** feature "The future of wearables: nail art, expressive hats and a smoke machine"
- **2014 Doornob Design Ideas Daily** feature "Environmentally Reactive Hat Defends Wearer From the World"
- **2014 GADGETIFY** feature "Expressive Wearables React To Sound, Light, Motion"
- **2014 Cool Wearable** feature "Expressive Wearables: Privacy Protective Headwear"
- **2014 Intel ISEF project & press conference** feature "Expressive Wearable"