

Jinyi (Bruce) Li

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EDUCATION

ArtCenter College of Design

Bachelor of Science in Interaction Design, Term 3

Pasadena, CA

Anticipated Graduation April 2027

PROFESSIONAL EXPERIENCES

Sponsored Program Department Content Creator

Graphic Designer and Events Assistant

Pasadena, CA

January 2024 – Present

- Mastered workflow protocols to deliver design materials by Canva/Photoshop, meeting marketing targets in collaboration with superiors.
- Promote over 200+ applicants and approximately 150% subscribers of the program by designing distinct and visually appealing marketing collateral, from initial concept to final execution.

Eaton Power (Shanghai) Co. Ltd, Marketing Communication Department Designer

Marketing and Effects Editing Assistant

Shanghai, China

July 2023 – August 2023

- Orchestrated and supervised event executions, ensuring zero on-site discrepancies and errors. Created five promotional contents including special effects videos, teasers, posters, and announcement articles, enhancing audience engagement and event reach.
- Collaboratively enhanced corporate promotional content through sophisticated video editing by Davinci Resolve, working under direction to notably increase audience engagement and elevate brand awareness.

COURSEWORK PROJECTS

Relevant Courses: Immersion Technologies Lab, Creative Technology 360, Interaction Design 1, Interactive Prototyping 1.

Expected Courses: Process Prototyping 1, Interactive Prototyping 2, Interaction Design 2.

University UI/UX Design Project Initiative

Team leader, Communicator, Organizer

Pasadena, CA

January 2024 – April 2024

- Led the design and implementation of a comprehensive UI/UX project by using Figma/HTML/Survey, fostering cross-functional team collaboration and implementing innovative design solutions.
- Streamlined project workflows, enhancing team productivity and efficiency, and driving the project to successful execution.

Personal Gallery Website Management

Founder and Lead Designer

Remote

June 2022 - Present

- Initiated and managed an online gallery to exhibit a diverse range of digital and traditional artwork, engaging a broad online audience.
- Curated content and led the design process of the website, enhancing the gallery's brand identity and user experience through strategic design decisions.

In-Depth AIGC Tool Utilization and Exploration

Creative Technology Specialist

Pasadena, CA

December 2022 – Present

- Conducted extensive online research and hands-on exploration with leading AIGC platforms, including GPT-4 for sophisticated natural language processing and Midjourney for innovative design exploration.

Photography Club

Founder and President

Huizhou, China

August 2020 - June 2023

- Established and managed a photography club, promoting the development of skills and artistic expression through workshops and exhibitions.
- Directed club activities, creating a dynamic community of creative individuals and fostering an environment of artistic.

SKILLS

- **Development:** HTML/CSS (Advanced), JavaScript (Intermediate), Unity (Intermediate).
- **Design Tools:** Figma (Advanced), Adobe Photoshop (Advanced), Adobe InDesign (Advanced), Procreate (Intermediate), Davinci Reslove (Advanced), Blender (Beginner), Canvas.
- **Design Skills:** UI/UX Design, Graphic Design, Wireframing, Prototyping, User Research, Interaction Design, Photography, Film.
- **AIGC Tools:** Proficient in GPT-4, Midjourney, DALL-E, Stable Diffusion, emerging AI technologies for creative and design applications.

AWARD & RECOGNITIONS

- **Awards:** Monochrome Award Honorable Mention, January 2023; Gold Andersen Art Awards, April 2022; MUSE Photography Award Silver Winner, January 2022; 3rd ANNAL Film Festival Award, April 2022; European Photography Awards, June 2022; 1X.COM Award Photographer, June 2022; Silver Winner, New York Photography Award Competition, July 2022.