



# Peilin Li

Branding + Motion + Illustration

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## Education

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09/2023–04/2025

**ArtCenter College of Design**, Pasadena, CA, US  
Master of Fine Arts in Graphic Design  
Specialization in Brand Identity and Motion Design

09/2018–05/2022

**School of Visual Arts**, New York City, NY, US  
Bachelor of Fine Arts in Illustration

## Freelance

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2025

### Disney

Collaborated with the Disney art team to design badges for toy merchandise, featuring custom vector illustrations and typography.

### Huawei

Created editorial illustrations for Huawei's AppGallery to accompany a feature article on Labor Day travel.

2024

### Nongfu Spring

Developed a series of advertising illustrations for a beverage brand under Nongfu Spring, used in offline exhibitions, retail environments, and promotional campaigns.

### Rebel Girls

Illustrated portraits of notable women for two issues of Rebel Girls magazine, customizing each piece to reflect the subject's personality and story.

### CGTN (China Global Television Network)

Produced illustrations for an article about marine life, supporting the narrative with engaging visual elements.

2023

### Farfetch / Harrods Tea Room Shanghai

Commissioned by Farfetch to create a series of five Christmas illustrations for Harrods Tea Room Shanghai, celebrating the Harrods Green Man. Artwork was featured on the app and adapted into holiday merchandise.

### Vinepair

Illustrated a feature article on beer culture for VinePair, enhancing visual storytelling for their digital editorial platform.

### Tadpole Ears Magazine

Worked with the art director to illustrate a series for a music magazine, showcasing various music styles and themes.

## Recognition

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### Awards

American Illustration 44, 2025  
Communication Arts, 2025  
The World Illustration Awards, 2024  
3x3 International Illustration Annual 21, 2024  
Society of Illustrators 66, 2024  
American Illustration 42, 2023  
3x3 International Illustration Annual 20, 2023  
Communication Arts, 2022  
Society of Illustrators 64, 2022  
3x3 International Illustration Annual 19, 2022  
American Illustration 41, 2022

### Interview

*CanvasRebel Magazine*, 2024  
*Bold Journey*, 2024  
*3X3 Magazine*, 2023

## Exhibition

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**Society of Illustrators Annual 66**,  
New York City, US, 2023

**Art Heat-Island Effect**,  
Guangzhou, China, 2023

**A Psalm of Life—Vigorous City**,  
Guangzhou, China, 2022

**Witches' Feast III**,  
Guangzhou, China, 2022

**Yi Je**,  
Beijing, China, 2022

## Skills

Branding  
Illustration  
Motion Graphic  
3D  
Editorial  
Typography  
Packaging  
Video Editing  
UI/UX

## Tools

Figma  
Illustrator  
InDesign  
Photoshop  
Processing  
After Effects  
Cinema 4D  
Premiere Pro  
Redshift