



# 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

### **The Walt Disney Company**

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 for various articles.

### **Mana**

Led design projects by creating illustrations, conducting user research, and developing user flows and UI interface design.

2023

### **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.

2022

### **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.

2021

### **Tadpole Ears Magazine**

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

## Experience

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### **Buck, Los Angeles, LA**

**Junior Designer** 02/2026-Present

**Design Apprentice** 07/2025-01/2026

Worked with Buck's creative team on the development and implementation of design requirements, including branding, brand key visuals design and motion design for clients including Apple, Meta, Samsung, Replit and Aave.

## 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**

*Visual Atelier 8*

*Creative Boom, 2025*

*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

## 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