



# Orlando Li

Graphic Designer  
He/Him

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zhli.work

## Education

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Sep 2020–Dec 2024  
**ArtCenter College of Design**  
Pasadena, CA

Bachelor of Fine Arts in Graphic Design  
Specialization in Motion Design

## Experience

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Sep 2024–Oct 2024

**Graphic Designer**  
**Mineup Studio**  
Remote

Led the design team in brand analysis and target audience research, developing brand identities, audits, presentation decks, and logo designs.

Jan 2024–Apr 2024

**Teaching Assistant**  
**ArtCenter College of Design**  
Pasadena, CA

Assisted in Professor Elaine Alderette's Type 5: Motion course by leading critiques, supporting students in identity development and animation concepts, and tutoring them in Photoshop, Illustrator, and After Effects.

Jun 2023–Apr 2024

**Graphic Designer**  
**Mineup Studio**  
Remote

Collaborated with the art director on branding projects, using Illustrator and Photoshop for logo and pattern design, image edits, animated visuals and rendered environmental designs.

Mar 2023–May 2023

**Graphic Design Intern**  
**Guangzhou Erwen Advertising Co., Ltd.**  
Guangzhou, Guangdong, China

Assisted in book and exhibition design, collaborated with the Guangzhou Municipal Forestry and Landscaping Bureau and the Guangzhou Baiyun Mountain to make digital promotion and book design projects.

Jun 2021–Aug 2021

**Graphic Design Intern**  
**GuangDong Education Publishing House**  
Guangzhou, Guangdong, China

Assisted the binding department team in developing book designs and illustrations focusing on primary and secondary school textbooks and literary works.

## Recognition

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**ArtCenter Student Gallery, 2024**  
**Communication Arts Design Annual 65**  
**Winner, 2024**  
**DNA Paris Design Award Graphic Design**  
**2024, Honorable Mention**  
H Lorenzo (identity, motion, spatial design)

**ArtCenter Student Gallery, 2024**  
LA Auto Show (identity and motion design)

**ArtCenter Student Gallery, 2024**  
Library of Babel (motion and typeface design)

**Graphis New Talent Annual 2024, Silver**  
**ArtCenter Student Gallery, 2023**  
San Diego Comic-Con (identity and motion design)

## Scholarship

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Jan 2023–Dec 2024  
**Graphics Department Scholarship**  
**Siras Greiner Memorial Endowed**  
**Scholarship**

Jan 2022–Dec 2023  
**Allen Matkins Endowed Scholarship**

Jan 2021–Dec 2022  
**Allen Matkins Endowed Scholarship**

## Expertise

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### Strong working knowledge of:

InDesign, Photoshop, Illustrator, After Effects, Lightroom, Cinema 4D, Premiere Pro, MadMapper, Media Encoder, Procreate, Redshift

### Familiar with:

Audition, p5.js, Figma, HTML/CSS, JavaScript, Cubase, Logic Pro, Keynote, Fontself, Red Giant

### Skills

Sequential design, digital painting, generative design, DSLR photography, film photography, lyrics writing, music writing, creative writing, computer repair, auto repair, snowboarding, badminton

### Languages

Mandarin (native), English (fluent), Cantonese (fluent)