

*Amanda Li*

PORTFOLIO 2025

# T I M E L I N E



2015-2018  
**BFA Digital Media Art**



2019-2022  
**MFA Illustration**



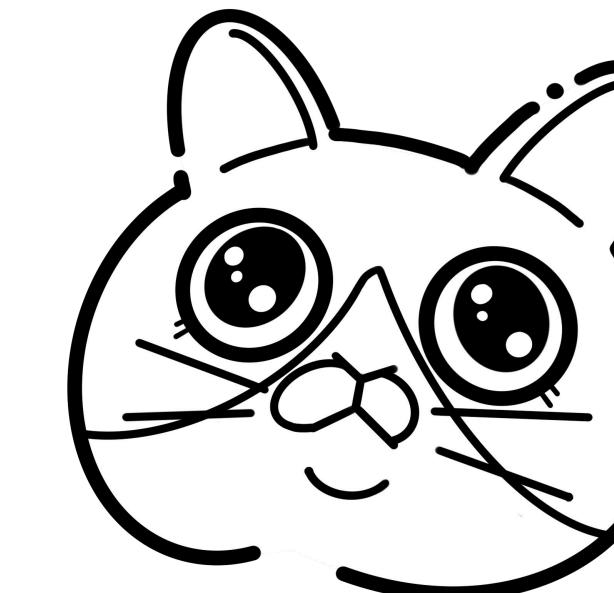
2018-2019  
**BA Computer Games Art**



2024-2025  
**MA Graphic Design  
& Visual Experience**

## A B O U T M E

Hello!  
I'm  
Amanda Li.  
A Graphic  
Designer/  
Illustrator.



As a designer, I focus on **storytelling, clarity, and emotional resonance**. My work spans **brand identity, illustration, and editorial design**.

I value **thoughtful composition** and **user-centered** thinking, and I draw inspiration from art, culture, and everyday life.



# CONTENTS

01/

## **Did You Let Me Go?**

Book Design

02/

## **Golden Soap**

Packaging & Product Design

03/

## **Pizza or Tacos**

Data Visualization

05/

## **Defined Beauty**

Book Design

04/

## **Give It a Rest!**

Book Design

06/

## **Walter White Newspaper**

Typography Experiment



# Did You Let Me Go?

## Book Design

This book explores the **timeless charm** of Winnie the Pooh through narrative reflections and critical commentary on its film adaptations. Blending **childhood nostalgia** with adult insight, it invites readers of all ages to rediscover the sincerity, wonder, and emotional depth that define both the original stories and their cinematic retellings.



## The starting point

As we grow older, we unknowingly leave behind the pure, unfiltered lens through which we once saw the world.

Childhood fades—not just in age, but in spirit. In chasing after success, status, and recognition, we often dismiss what our younger selves once held sacred: **sincerity, courage, and love.**

## Design Goal

To bridge the inner child and the grown-up world through imagery that speaks to both—inviting reflection, warmth, and imagination.

**Audience:** Children (8–14) and adults.



# Inspiration





Amanda Li

# Design Style

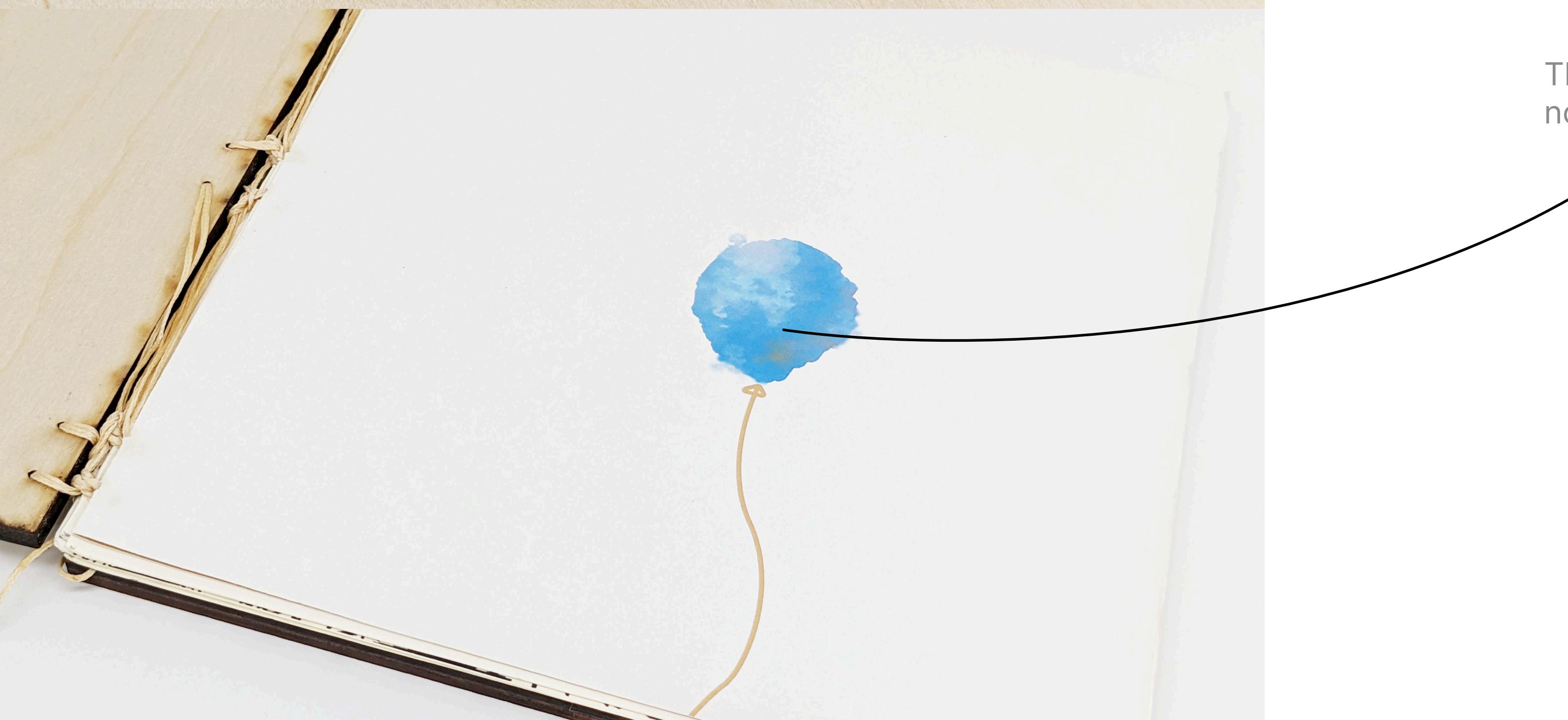
Playful and **nostalgic**, the design draws from Winnie-the-Pooh's original illustrations and typography to highlight the story's warmth, charm, and emotional depth.



## Design Detail



The cover features a laser-cut design revealing the letter 'O' overlapping with recurring blue balloon motifs—key visuals throughout the book.



The blue balloon evokes innocence and nostalgia for Winnie the Pooh

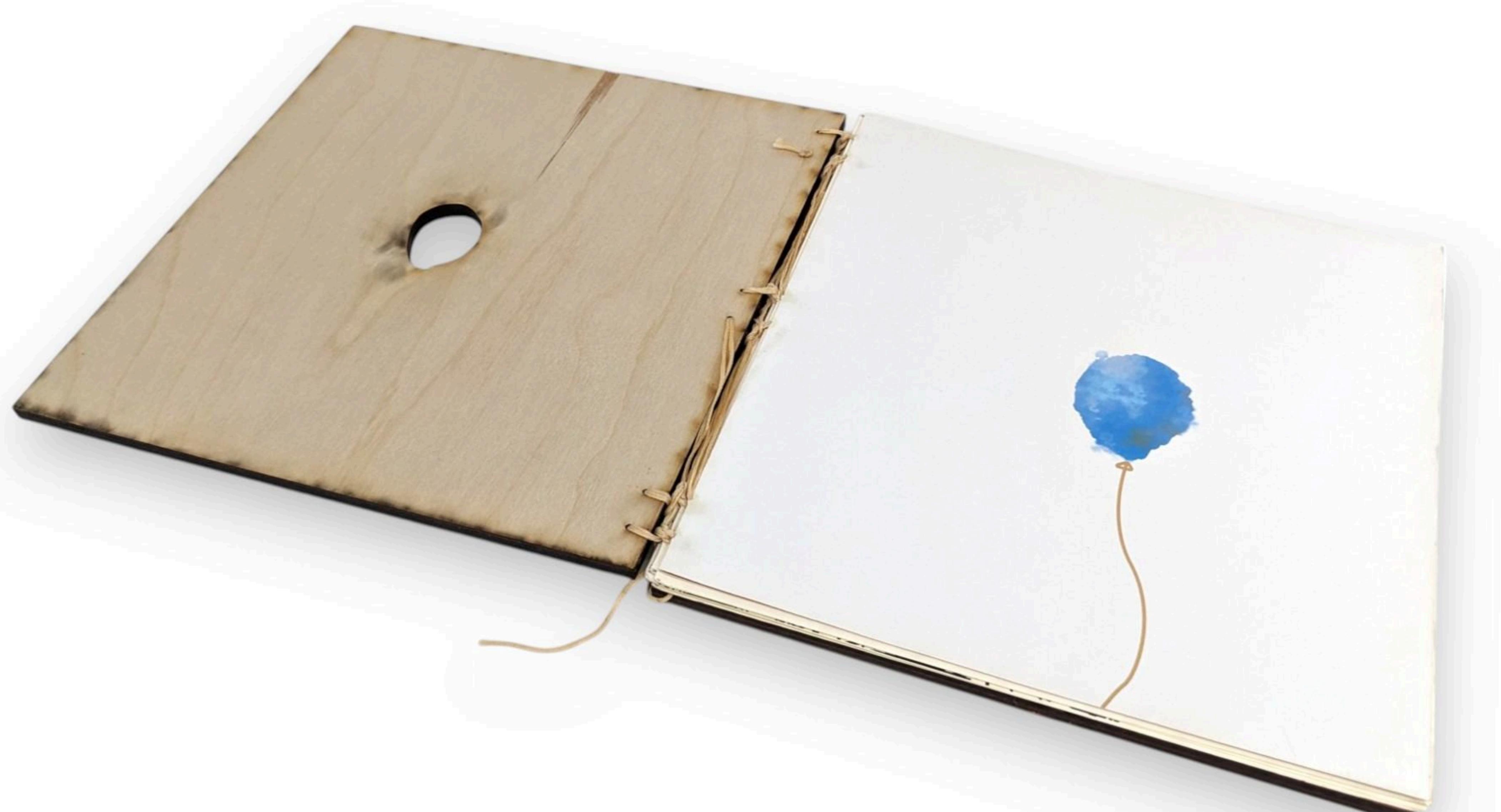


Laser-cut illustrations on the covers add whimsy and break the uniform layout, enhancing appeal to young readers.



A handmade storage bag reflecting the book's palette complements the binding design, which subtly conveys childlike purity.





Amanda Li

amandawork.com



## CHAPTER 2 OUR FRIEND, CHRISTOPHER ROBIN

Once upon a time, a very long time ago now, about last Friday, all by himself under the name of Sanders.

One day when he was out walking, he came to an open place in the middle of the forest, and in the middle of this place was a large oak-tree, and, from the top of the tree, there came a loud buzzing-noise.

Winnie-the-Pooh sat down at the foot of the tree, put his head between his paws and began to think.

First of all he said to himself: "That buzzing-noise means something. You don't get a buzzing-noise like that, just buzzing and buzzing, without its meaning something. If there's a buzzing-noise, somebody's making a buzzing-noise, and the only reason for making a buzzing-noise that I know of is because you're a bee."

Then he thought another long time, and said: "And the only reason for being a bee that I know of is making honey." And then he got up, and said: "And the only reason for making honey is so as I can eat it." So he began to climb the tree.

He climbed and he climbed and he climbed, and as he climbed he sang a little song to himself. It went like this:

Isn't it funny  
How a bear likes honey?

Buzz! Buzz! Buzz!

I wonder why he does?  
Then he climbed a little further ... and a little further ... and then just a little further. By that time he had thought of another song.

It's a very funny thought that, if Bears were Bees.  
They'd build their nests at the bottom of trees.

And that being so (if the Bees were Bears),  
We shouldn't have to climb up all these stairs.

He was getting rather tired by this time, so that is why he sang a Complaining Song. He was nearly there now, and if he just stood on that branch ...

Crarrapack!

Did You Let Me Go?







## Golden Soap

### Packaging & Product Design

Inspired by the Golden Goose tale, this soap product and packaging design emphasizes **kindness, connection, and community**. With warm colors and friendly imagery, it encourages the simple act of gifting soap as a reminder of **shared humanity** and **goodwill**, promoting a more caring society.



# The starting point

In today's fast-paced world, dominated by technological advancements and personal pursuits, traditional values like **kindness** and **connection** often fade into the background. Lives have become parallel lines, with little attention to others, leaving compassion overshadowed by individual success.

## Design Goal

To create an engaging packaging for Golden Soap that inspires people to purchase and gift it to those in need of cleanliness, while spreading goodwill. Through thoughtful design, it embodies the spirit of the Golden Goose fairy tale, promoting kindness, generosity, and community, and encouraging meaningful acts of compassion.

**Audience:** 15-60 gift shop customers.



# Inspiration





Amanda Li





## Design Style

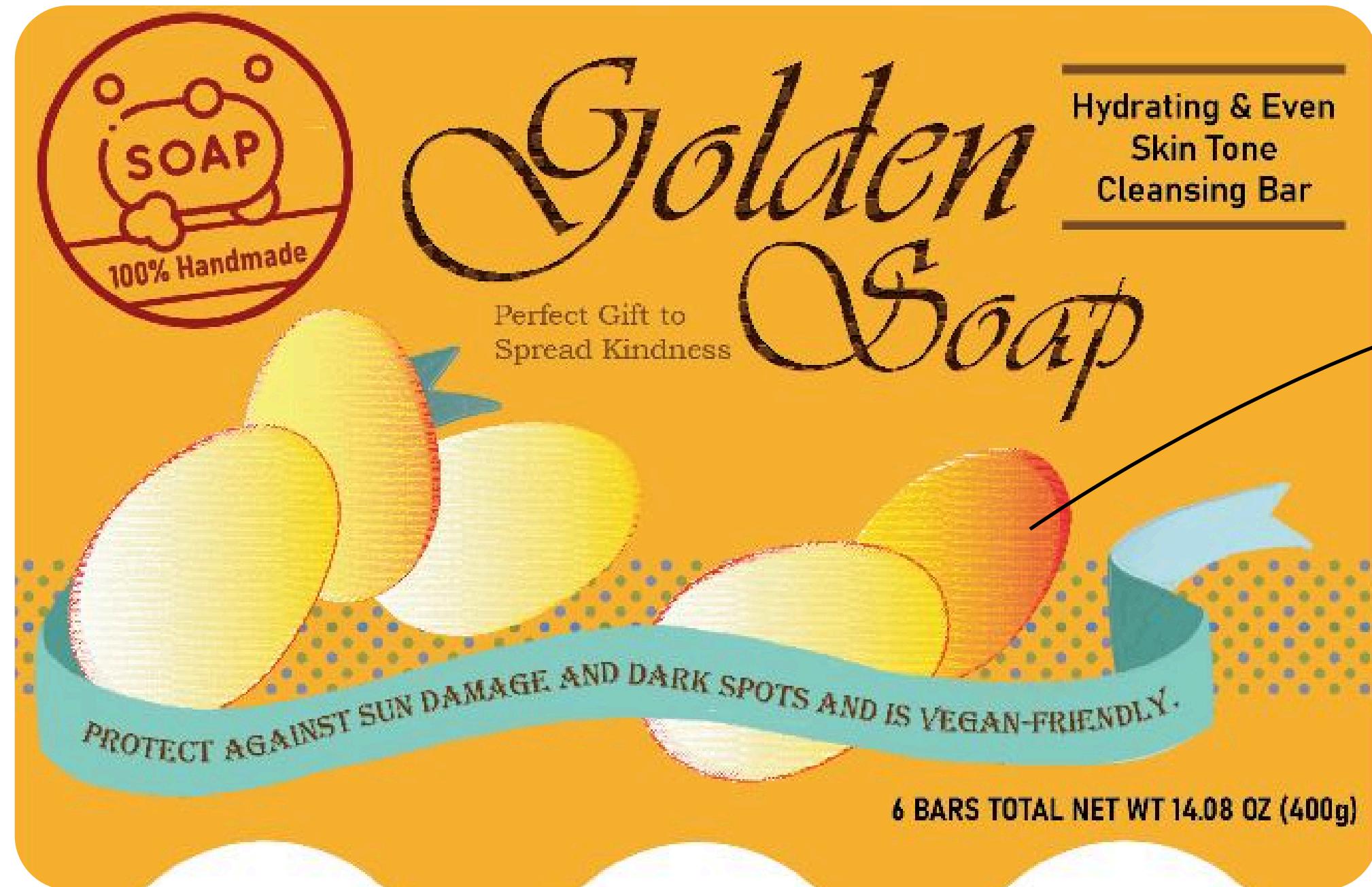
Warm, friendly, and illustrative, featuring soft color palettes, hand-drawn elements, and approachable typography. The overall tone is **inviting** and **gentle**, aiming to create an emotional connection with users and make the act of giving feel **thoughtful** and **heartfelt**.

## Design Detail

A warm, textured yellow circle evokes soap and subtly references the sun, suggesting cleanliness, comfort, and gentle energy.

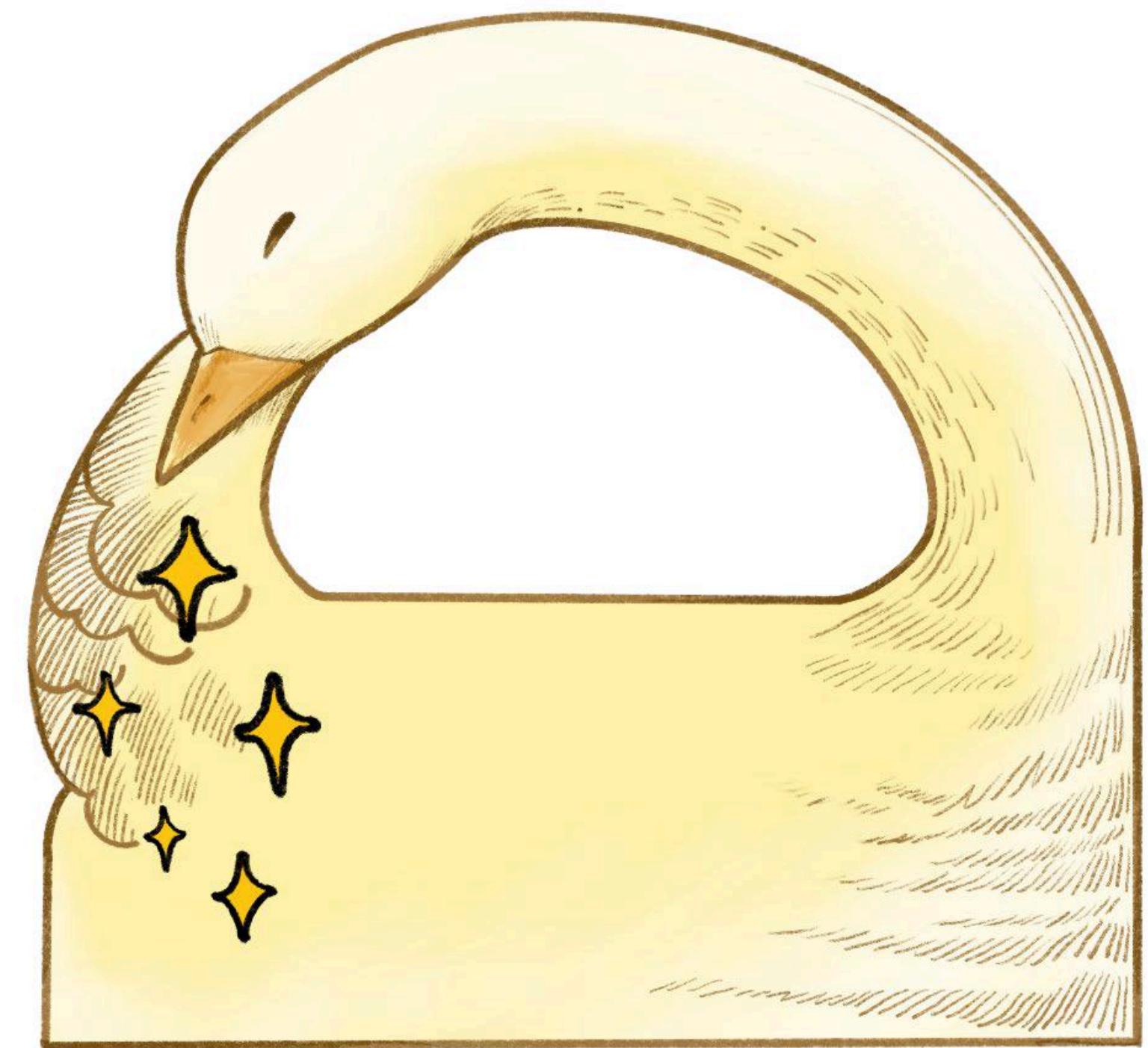


**Type face:** Vivaldi Italic  
Classic curves, paired with wood textures, evoke the soap's herbal roots and a natural elegance.



The illustrated goose alludes to the Golden Goose fable, symbolizing kindness as a virtue as precious as gold.

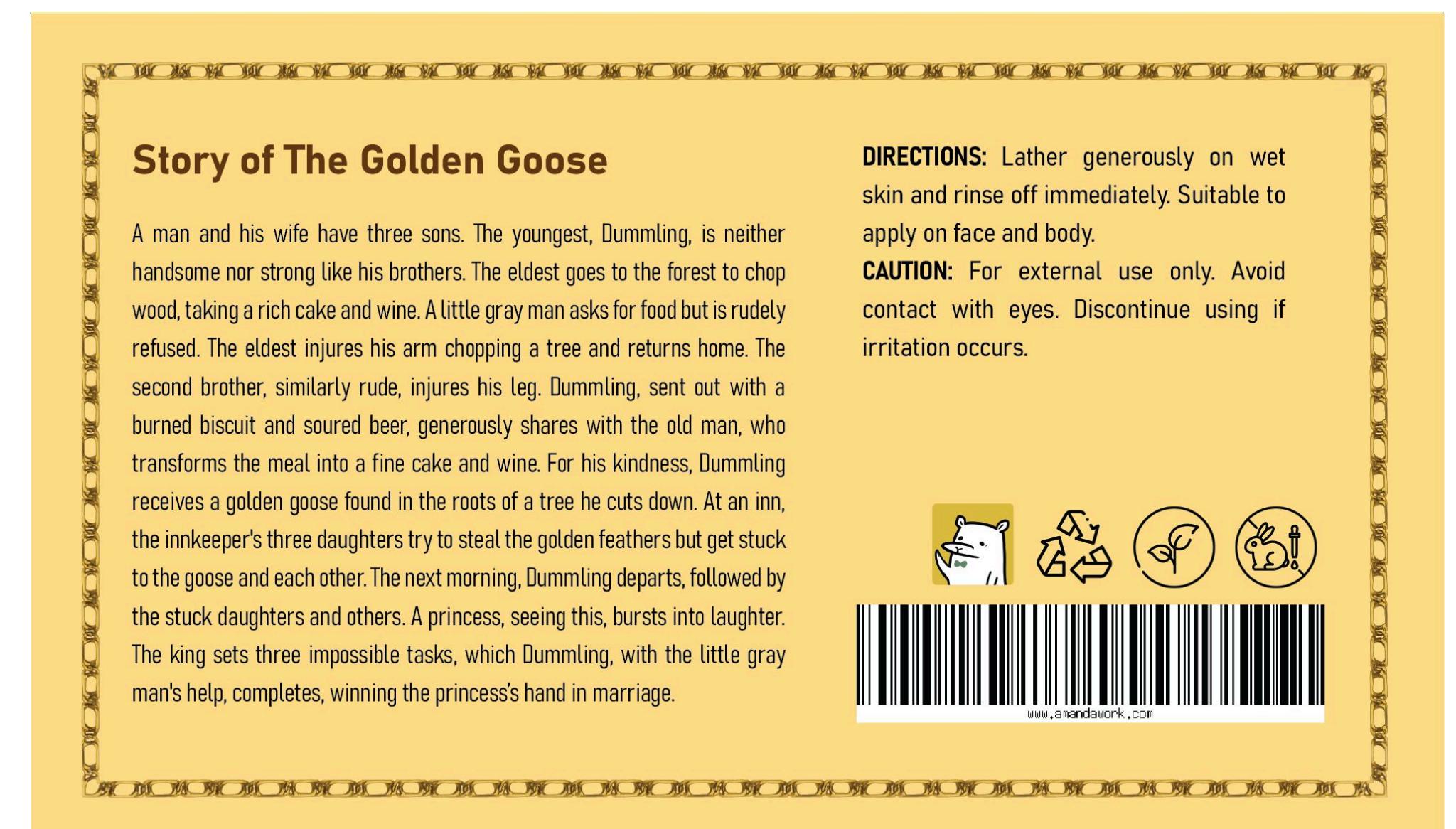
The design aligns with the product's purpose, visually reinforcing its message and function.





The enclosed card presents the scent profile, ingredients, and benefits, highlighting the product's natural qualities.

The back features a brief Golden Goose story alongside key product details.







Amanda Li

amandawork.com



*The Golden Goose & Golden Kindness!*

Dummling, the youngest and unremarkable son, wins the princess's hand through his kindness and perseverance. While his elder brothers are rude and fail, Dummling's generosity towards a little gray man transforms his simple meal into a feast and leads him to a golden goose. Those who try to steal the golden feathers get stuck, creating a humorous procession that makes the princess laugh. With the gray man's help, Dummling completes three impossible tasks set by the king, proving that true virtue triumphs and earns the love of the princess.

In today's world, pure acts of sharing and kindness have become rare. Let's spread some golden goodwill by giving these golden soap bars to those in need. Cleanse your body and purify your soul.

**DIRECTIONS:** Lather generously on wet skin and rinse off immediately. Suitable to apply on face and body.

**CAUTION:** For external use only. Avoid contact with eyes. Discontinue using if irritation occurs.



# Pizza or Tacos

## Data Visualization

Explores meal efficiency for East Asian international new grads in the U.S., balancing demanding schedules with limited support. Through visual data storytelling, this project compares pizza and tacos—two common fast-food options—and ultimately recommends **tacos** for their **versatility, lighter ingredients**, and closer alignment with **diverse dietary preferences**.





## The starting point

Many East Asian new grads in the U.S. struggle to find time for daily cooking due to demanding work schedules. They seek quick, filling meals that are **affordable**, **healthy**, and reminiscent of familiar **home flavors**. Balancing satiety, cost, and taste is a constant challenge in their fast-paced, transitional lifestyle.

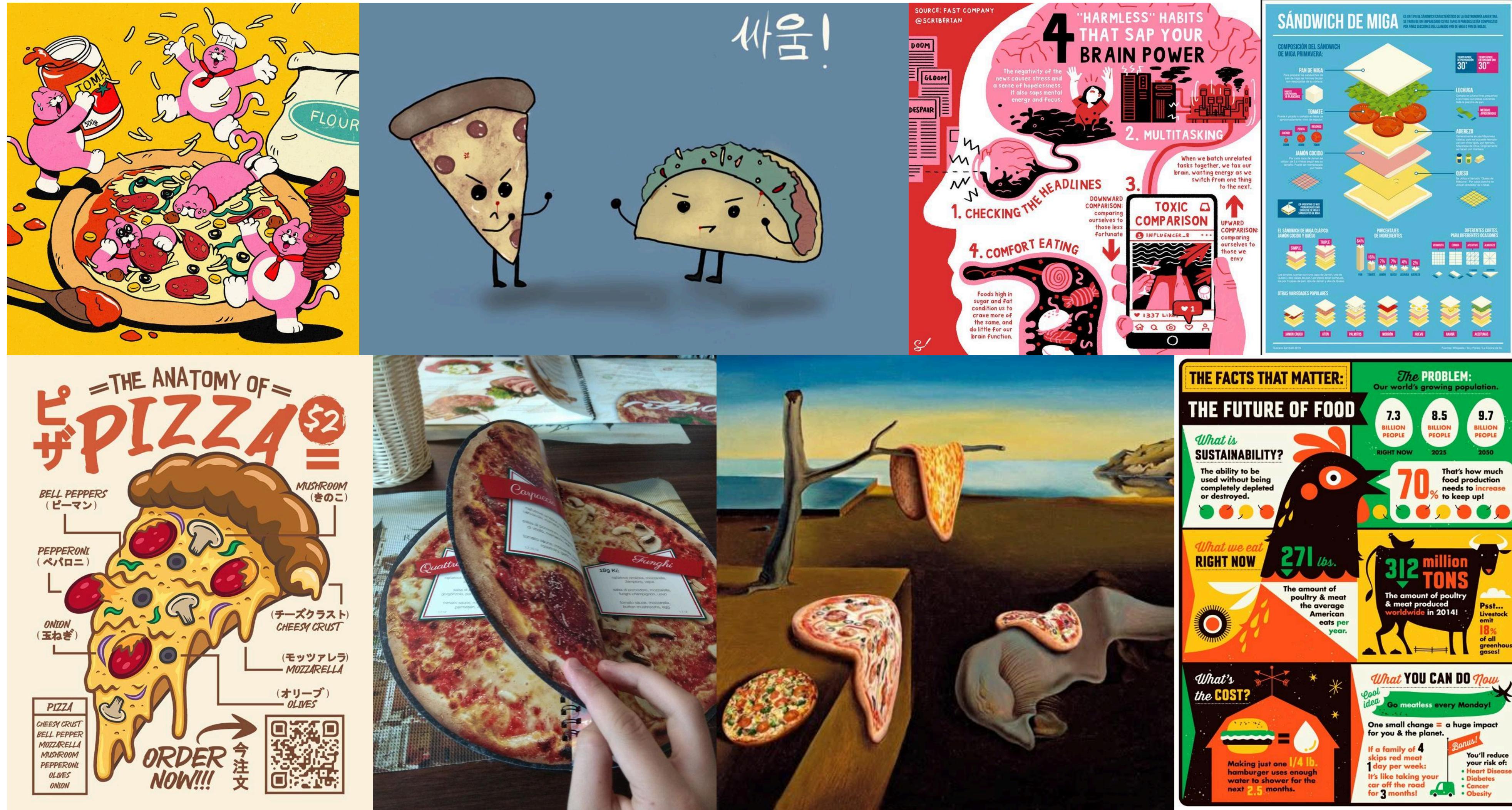
A young woman with long dark hair, wearing a white and black horizontally striped t-shirt, is sitting at a table in a kitchen. She is smiling and looking up at the camera while holding a white smartphone in her right hand. In her left hand, she holds a sandwich with a bite taken out of it. On the table in front of her are various breakfast items: a white mug, a small white bowl, a jar of jam, and a small white plate with some food. To her left, a stainless steel toaster is visible. The background is a dark, modern kitchen.

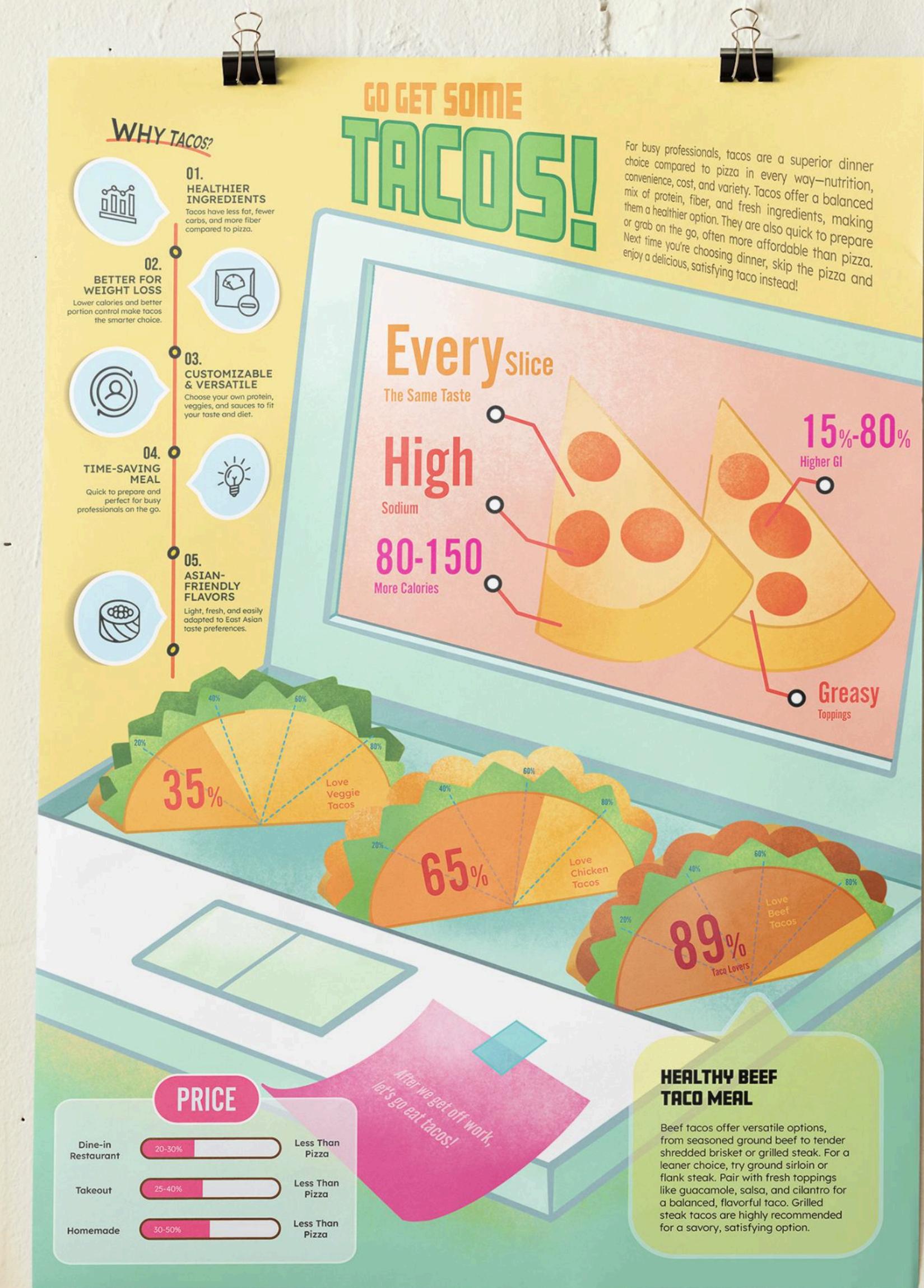
## Design Goal

To investigate the dinning needs of Asian new grads, highlighting the importance of satiety, affordability, and cultural comfort in everyday food choices, and persuade them to eat more Tacos than Pizza.

**Audience:** Asian new grads working in U.S.

# Inspiration





# Design Style

**Bright and eye-catching**, the design uses illustrative elements and lively compositions to evoke a sense of ease, appetite, and fun—creating a lighthearted tone with a strong call to action.



In the U.S., Asian new graduates often face busy schedules that leave little time for elaborate dinners. Quick and satisfying meal options become a necessity. Among the fast-food choices, **pizza** and **tacos** stand out as two of the most popular and convenient solutions, offering versatility, taste, and accessibility to meet the needs of on-the-go young professionals.

# WHAT'S FOR DINNER?



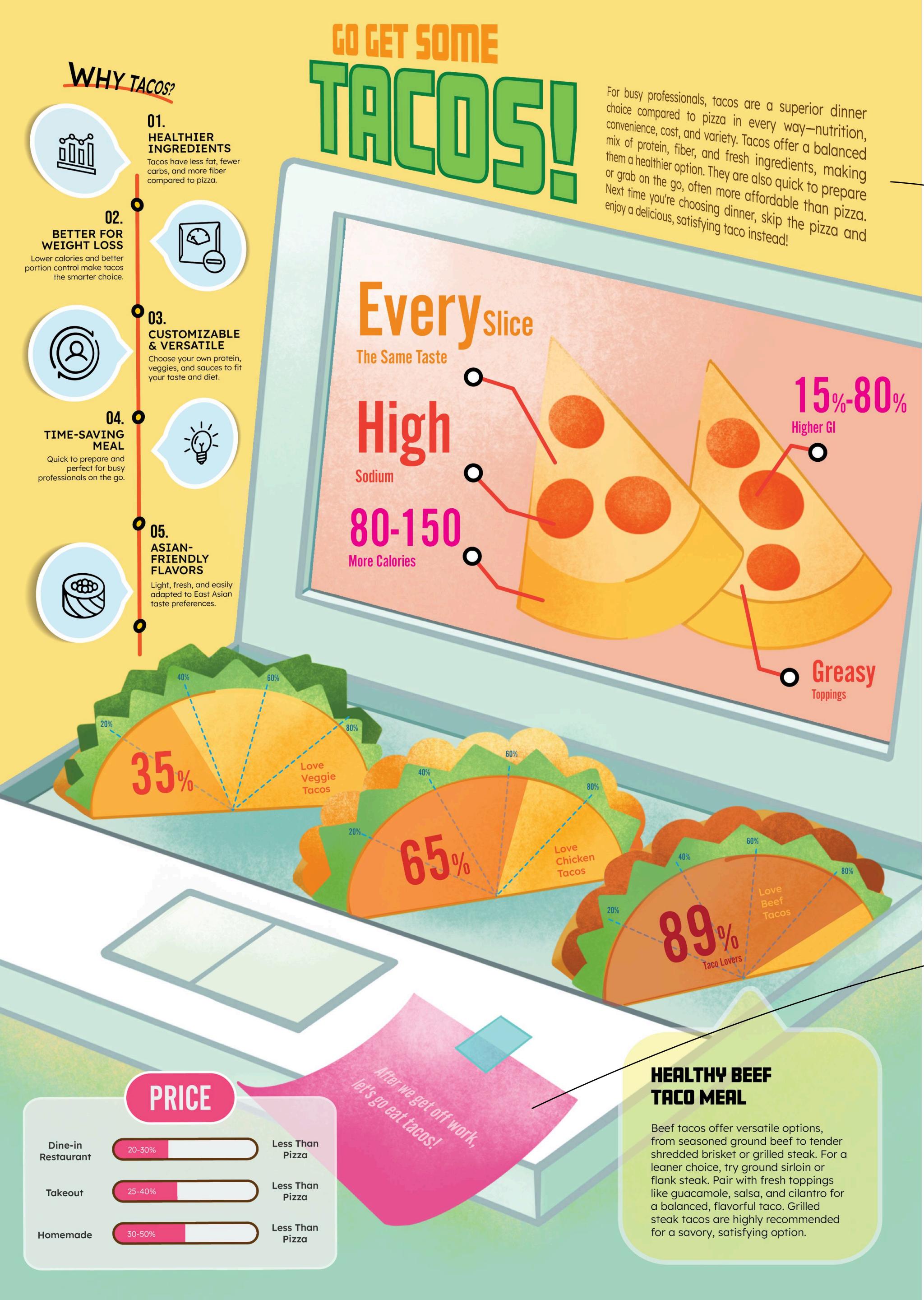
"Illustrative icons and rounded shapes enhance the infographic's charm, while soft textures and warm details humanize the data, making it more engaging

To avoid rigid statistics, the design integrates charts into playful forms like taco shells and pizza slices, enhancing visual interest and narrative flow.

Amanda Li

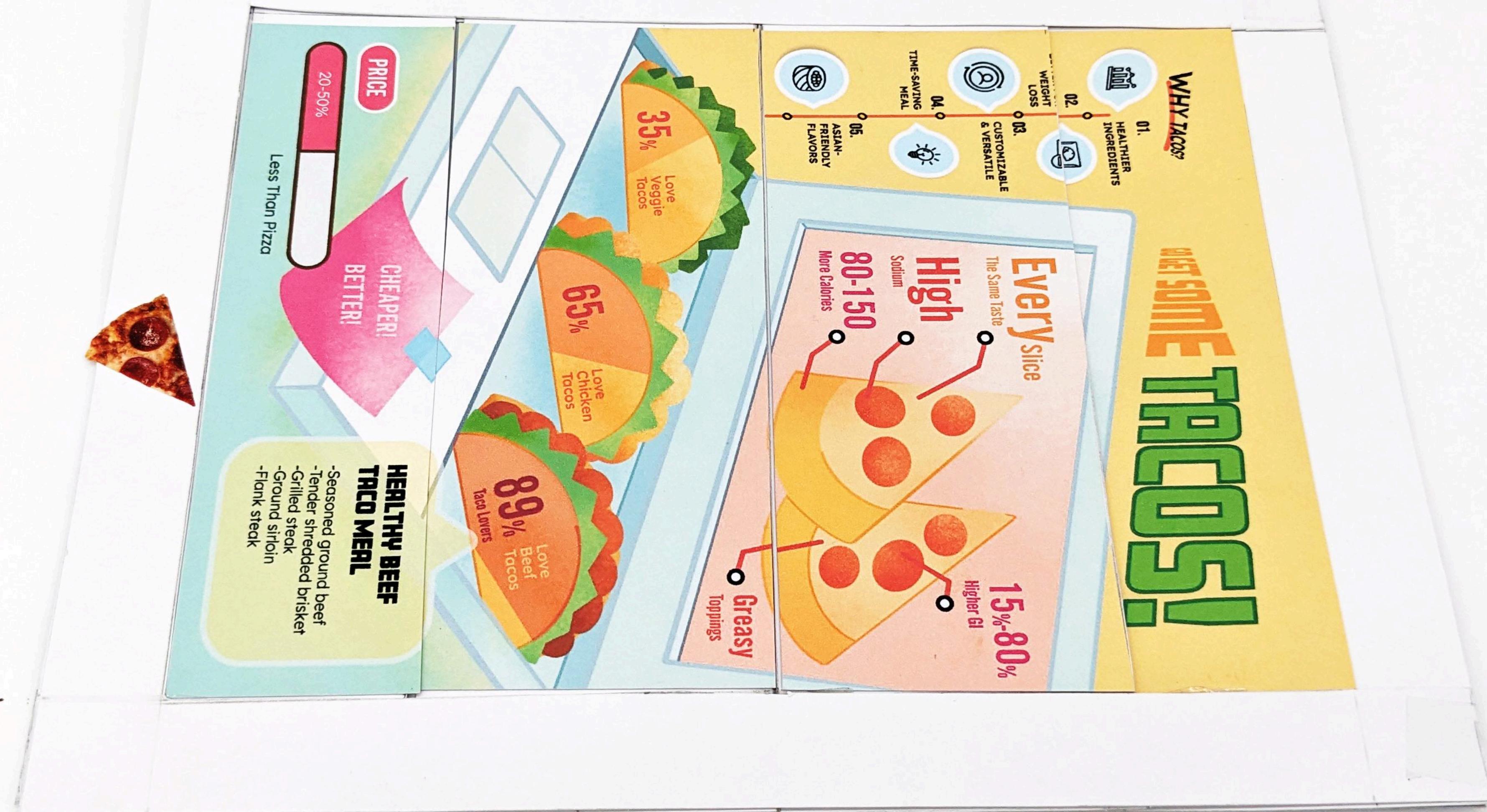
amandawork.com

Design Detail



The angled typography aligns with the illustrated laptop, enhancing depth and evoking a desk-side viewpoint, reinforcing the office context.

Beyond data visualization, the design incorporates direct, persuasive text elements to enhance its call-to-action.







In the U.S., Asian new graduates often face busy schedules that leave little time for elaborate dinners. Quick and satisfying meal options become a necessity. Among the fast-food choices, **pizza** and **tacos** stand out as two of the most popular and convenient solutions, offering versatility, taste, and accessibility to meet the needs of on-the-go young professionals.

# WHAT'S FOR DINNER?

## Preparation Time

15-30 min

Delivery

20-40 min

Homemade

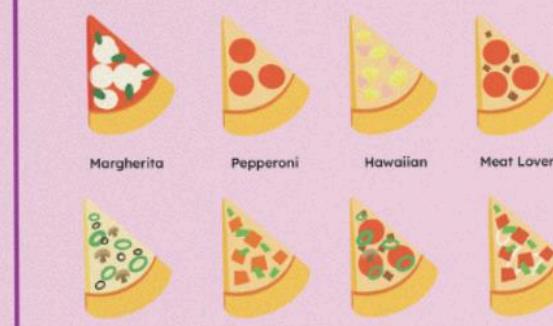
20-45 min

Delivery

90 min

Homemade

## Taste Choices



## Feeling Full



I BEEF TACO WITH LETTUCE, CHEESE & TORTILLA

Calories 200 Protein 10 Grams  
Fat 7-10 Grams  
Sodium 300-500 mg  
Carbohydrates 12-15 Grams

Calories 285 Carbohydrates 35 Grams  
Fat 10-12 Grams  
Sodium 640-700 mg  
Protein 12 Grams







# Give It a Rest!

## Book Design

A conceptual graphic design system exploring the cognitive impact of **digital fragmentation**. Through a concise book paired with a wooden phone drawer, the work invites readers to physically and mentally distance themselves from mobile devices. It synthesizes research on **attention, critical thinking, and motivation**, offering a visual and tactile experience that challenges passive consumption and encourages mindful engagement with information.



# The starting point

In a world where constant connectivity has become the norm, people feel pressured to stay online to maintain a sense of belonging. Amid long work hours and limited time for genuine emotional connection or time in nature, the tendency to follow trends without reflection grows—highlighting an urgent need for deeper **critical thinking** and **self-awareness**.





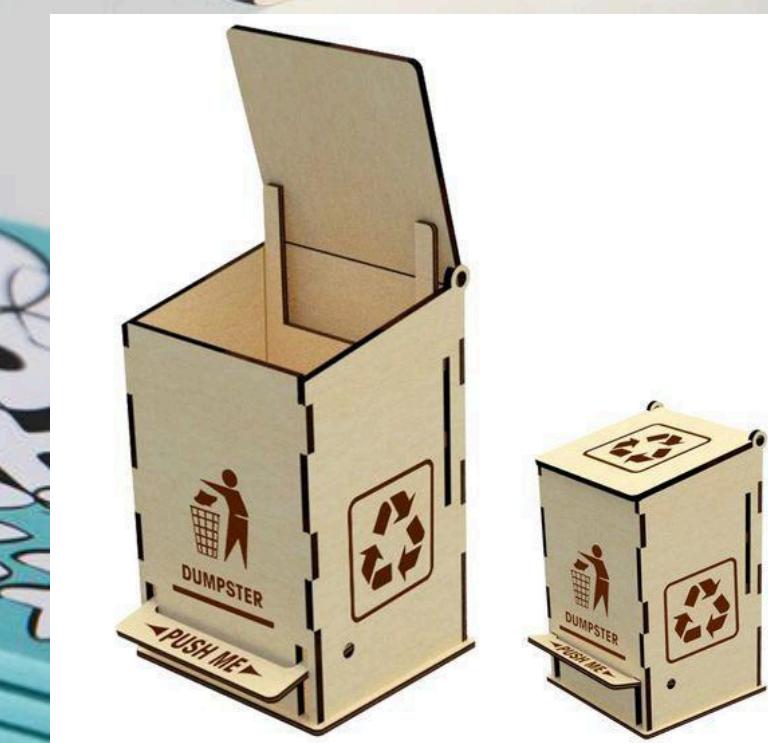
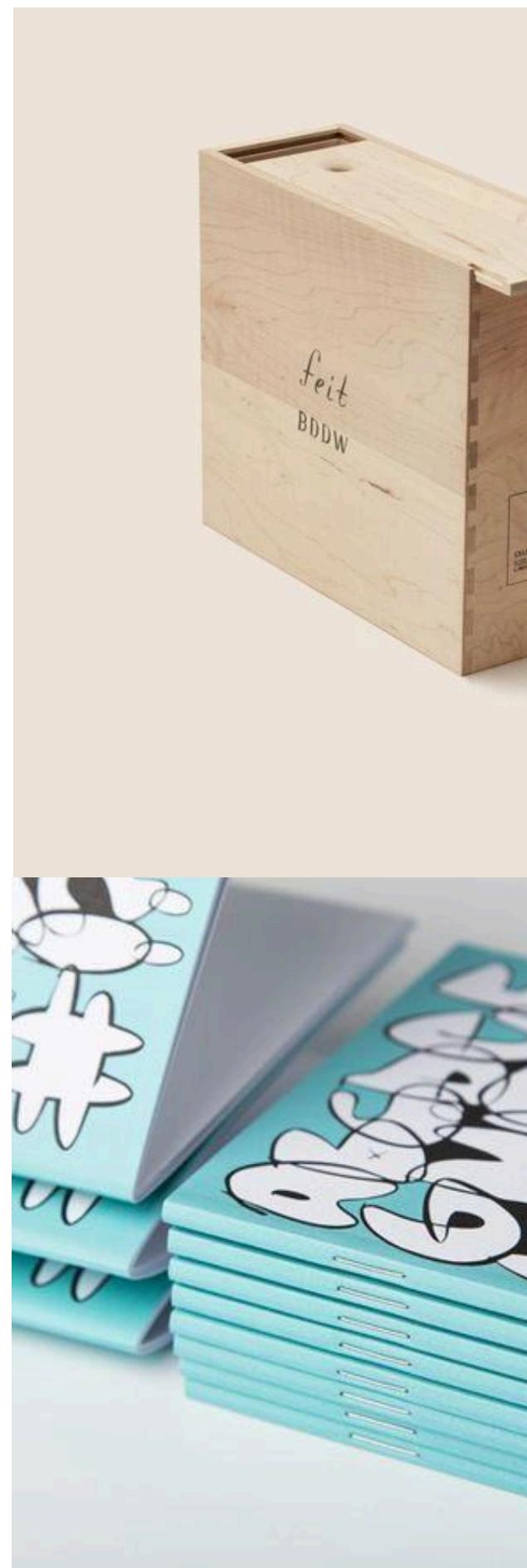
## Design Goal

To guide young individuals away from overconsumption of fragmented digital content and towards deeper engagement with complete, reflective information—fostering habits of focus, critical thinking, and intentional media consumption through design.

**Audience:** Young people aged 12–25 who are heavily exposed to short-form digital content and seek to regain control over their attention and information intake.



# Inspiration







## Design Style

A cyan-led design evokes **calm** and **refreshing** clarity, contrasted with magenta, yellow, and black—the core CMYK print colors—to highlight a **rational, structured aesthetic**. This multifunctional approach elevates the piece from a book into a design system.

# Design Detail



This book features a built-in drawer where readers can place their phones, creating a temporary separation from digital distractions and encouraging deeper focus during the act of reading.

thening educational  
curriculum to encourage  
students to engage with nature and real-  
world activities, and  
spending time outdoors,  
the natural world can provide a  
respite from the incessant digital  
activities. Opportunities for  
reflection, allowing individuals  
to prioritize real-world  
activities over virtual ones, we can foster  
a sense of appreciation for life and cultivate a  
balanced perspective.

Individuals scheduling “digital detox” periods,  
and immerse themselves in nature,  
particularly beneficial. Activities such  
as walking, gardening, or simply taking a walk

# 2

Meditation  
Yoga ...

in the park can help clear the mind and reduce  
stress. Additionally, engaging in hobbies that  
require focus and creativity, such as painting,  
playing a musical instrument, or cooking, can  
provide a constructive outlet for energy and

Communities can support this shift by creating  
and maintaining public spaces that encourage  
outdoor activities and social interactions. Parks,  
community gardens, and recreational centers  
can serve as hubs for real-life engagement and  
help reduce the allure of digital distractions.



By thoughtfully combining text and visual  
elements, the work encourages viewers to  
disconnect from excessive fragmented  
information and engage in activities that  
benefit both body and mind.





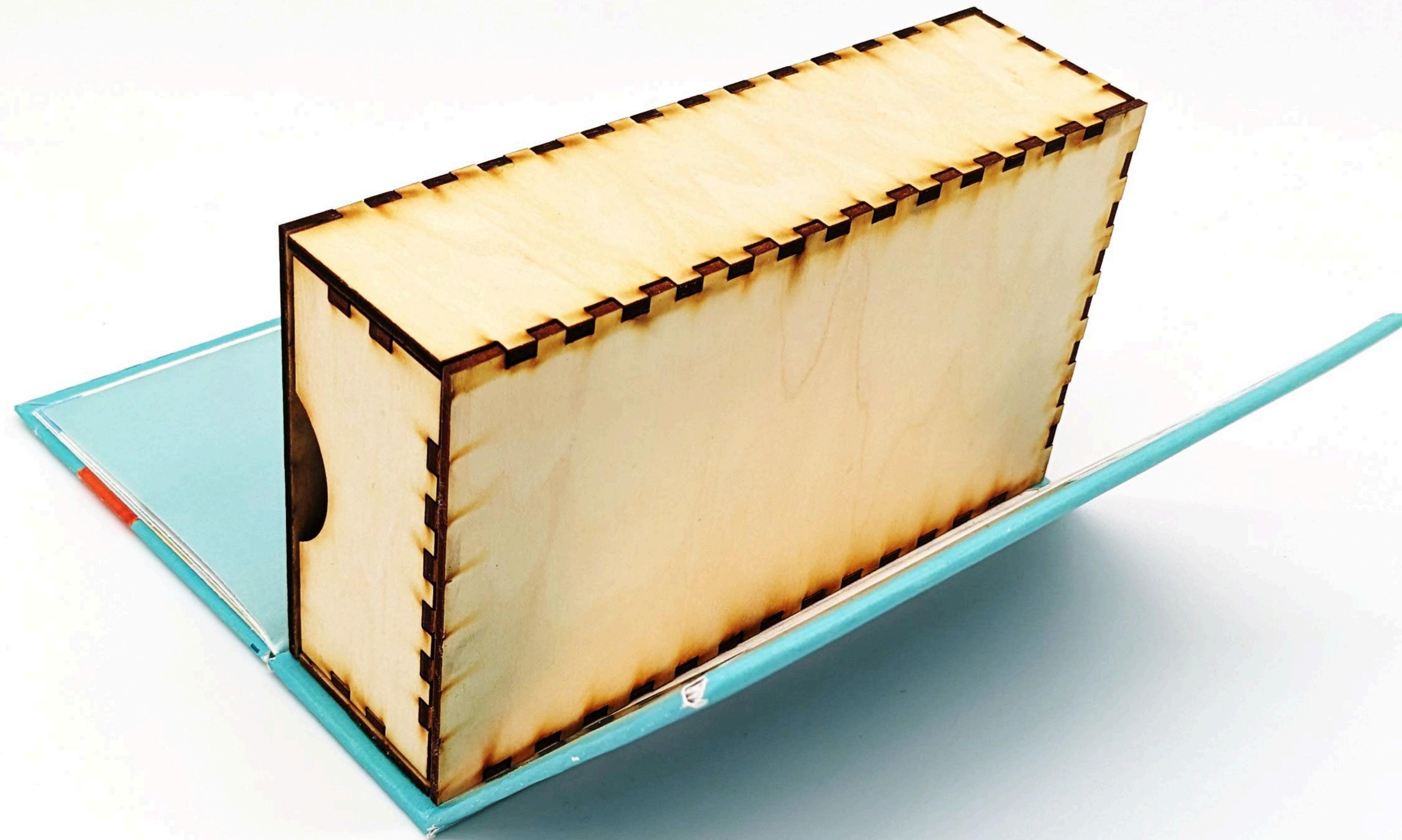


# Reduce Rehone Smart Screen Depend

Breaking the addiction is an important step in reclaiming our faculties. Initially, this may require a conscious effort to limit screen time and resist the urge to check phones compulsively. Gradually, individuals can shift their focus to more enriching activities, such as developing a sustained hobby or reading a book. Immersing oneself in a comprehensive and coherent information source, and allowing time for thoughtful consideration, can help reduce dependency on fragmented digital content. Over time, this shift can lead to a significant decrease in the influence of social media, thus preserving and enhancing our critical thinking abilities.







Amanda Li

amandawork.com



# Defined Beauty

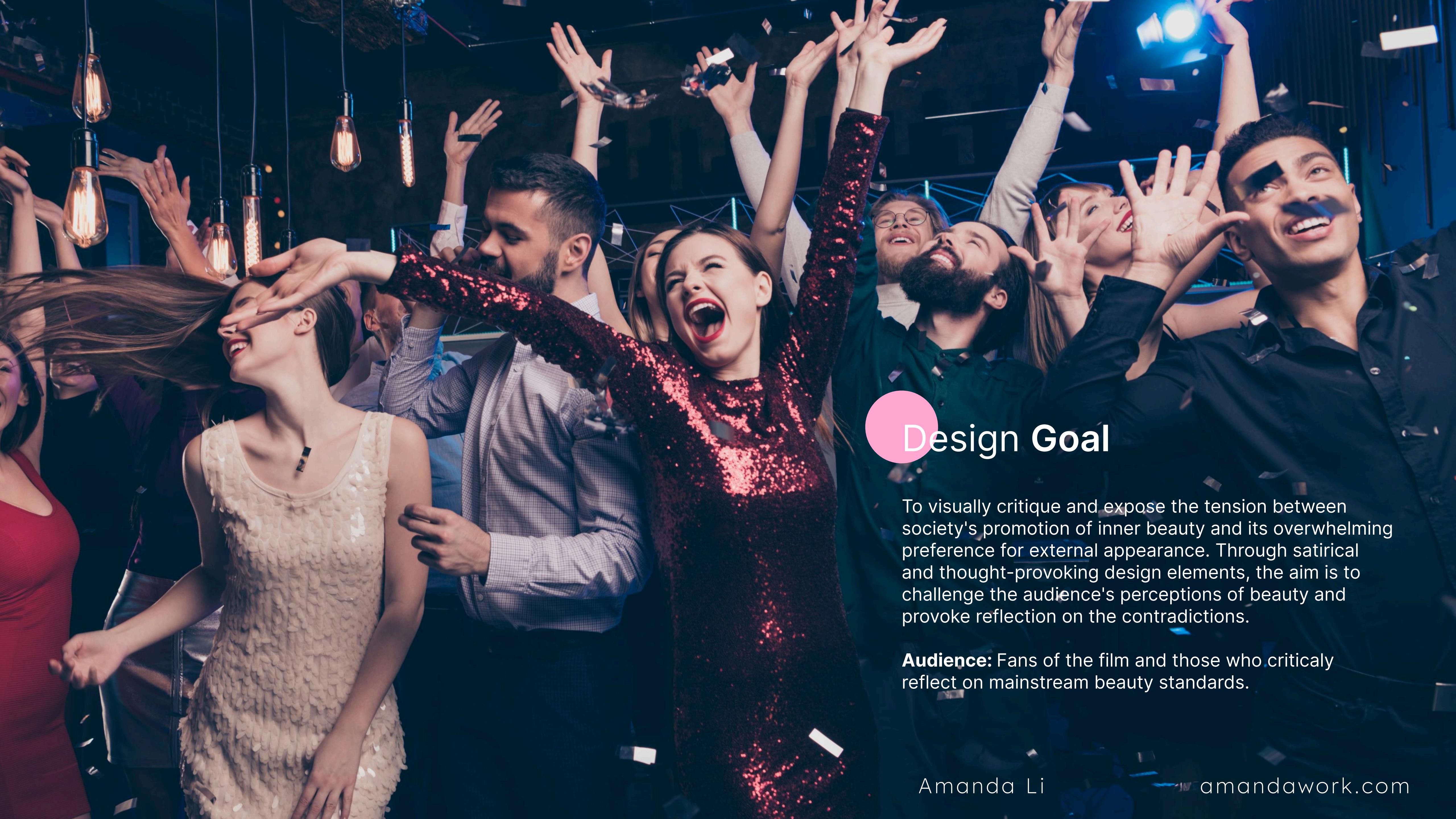
## Book Design

This zine is inspired by the film *The Substance* and explores the tension between society's praise of **inner beauty** and its overwhelming obsession with **youth** and **physical appearance**. Through provocative visuals and satirical narratives, the project exposes the hypocrisy behind cultural ideals and challenges readers to reflect on their own perceptions of beauty and value.



## The starting point

Despite society's repeated emphasis on inner beauty, public perception continues to favor **youth and physical appearance**. In the film *The Substance*, a mysterious product amplifies this obsession, exposing how easily people surrender to superficial ideals—revealing the **deep contradictions** in our cultural values around beauty.



## Design Goal

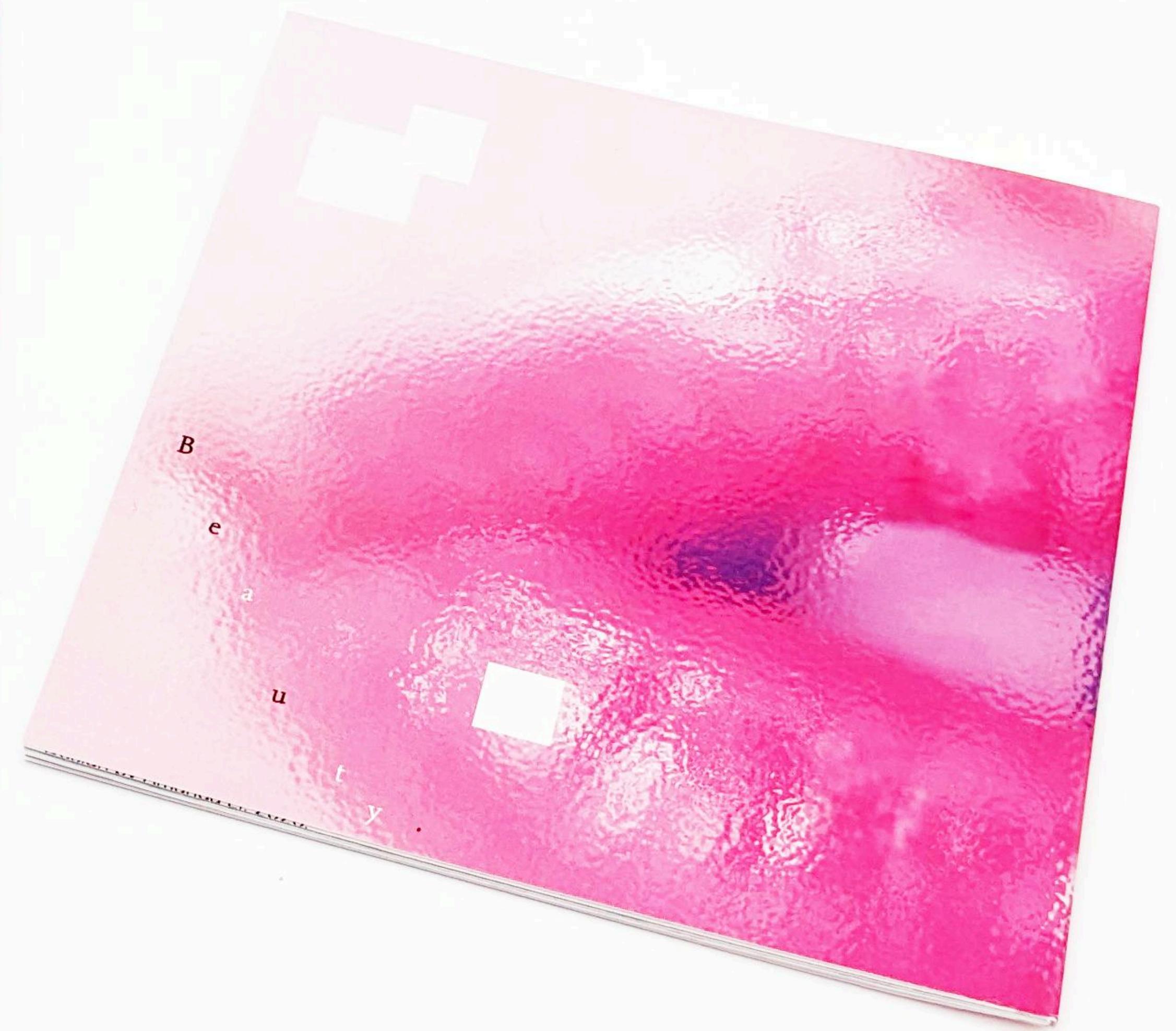
To visually critique and expose the tension between society's promotion of inner beauty and its overwhelming preference for external appearance. Through satirical and thought-provoking design elements, the aim is to challenge the audience's perceptions of beauty and provoke reflection on the contradictions.

**Audience:** Fans of the film and those who critically reflect on mainstream beauty standards.

# Inspiration







# Design Style

Also

Fearing beautiful appearance

Using an unapologetically **bold** design language and a **pink-dominated** color scheme, this design explores the first impressions and desires tied to beauty. Through a striking interplay of images and typography, and bound with **butterfly binding** to evoke both delicacy and weight, it contrasts surface allure with the darker undertones of beauty's pursuit.

Get Out!!!!

Get Out



Amanda Li

amandawork.com

## Design Detail

# THE ESSENCE OF BEAUTY

Beauty is often perceived as an external attribute, defined by flawless skin, symmetrical features, or the vitality of youth. Yet, true beauty transcends these transient qualities. It is not merely about what is seen but about what is felt—a profound reflection of one's inner self. While physical beauty may

captivate the eye, it is inner beauty that resonates with the soul and leaves a lasting impression. External beauty, though celebrated in youth, is inherently fleeting. Time spares no one, and the physical signs of aging are inevitable. Yet, those who cultivate kindness, wisdom, and authenticity radiate a beauty that defies the passage of years. Inner beauty is an enduring quality; it evolves and deepens, offering a connection that is more meaningful and profound than any superficial allure.

Inner beauty stems from qualities such as compassion, integrity, and resilience. A person's capacity to empathize, uplift others, and approach life with a positive perspective creates an aura that surpasses physical attractiveness. This type of beauty fosters genuine relationships and earns admiration not for what is seen but for what is felt in the presence of such individuals.

Moreover, a focus solely on external beauty can lead to insecurity and dissatisfaction. Society's obsession with appearances can distort our self-worth, making it conditional on how we look.

Some text, echoing the book's theme, grandly emphasizes the importance of inner beauty, creating a sense of irony.

Shifting the emphasis to inner beauty allows us to embrace our unique qualities and develop a self-confidence that radiates outward, enhancing our external presence naturally. In conclusion, beauty is not confined to youthful appearances or fleeting aesthetics. It flourishes from within, manifesting through character, actions, and a compassionate spirit. As we nurture our inner selves, we illuminate a beauty that time cannot diminish—a beauty that truly defines us.

# DO YOU CARE CARE? FAIRLY NO.

Certain type elements are intentionally used to obscure and contrast in scale, creating a strong visual hierarchy that heightens impact and emphasizes opposition to the presented viewpoint.

Moreover, a focus solely on external beauty can lead to insecurity and dissatisfaction. Society's obsession with appearances can distort our self-worth, making it conditional on how we look.

In conclusion, beauty is not confined to youthful appearances or fleeting aesthetics. It flourishes from within, manifesting through character, actions, and a compassionate spirit. As we nurture our inner selves, we illuminate a beauty that transcends the superficial.

Beauty is an enduring quality that evolves and deepens, offering a connection that is more meaningful and profound than any superficial allure. It is not merely about what is seen but about what is felt—a profound reflection of one's true self. While physical beauty may



The monster was there all along, but only when the mask fell did the illusion shatter. Beauty is not a matter of the soul—it is a language, a currency, a silent agreement. As long as the surface remains untouched, goodness is assumed, virtue assigned, humanity unquestioned. But when the skin betrays the story, there is no grace, no redemption—only fear. The world does not seek the truth beneath the flesh; it worships the image and condemns what does not conform.





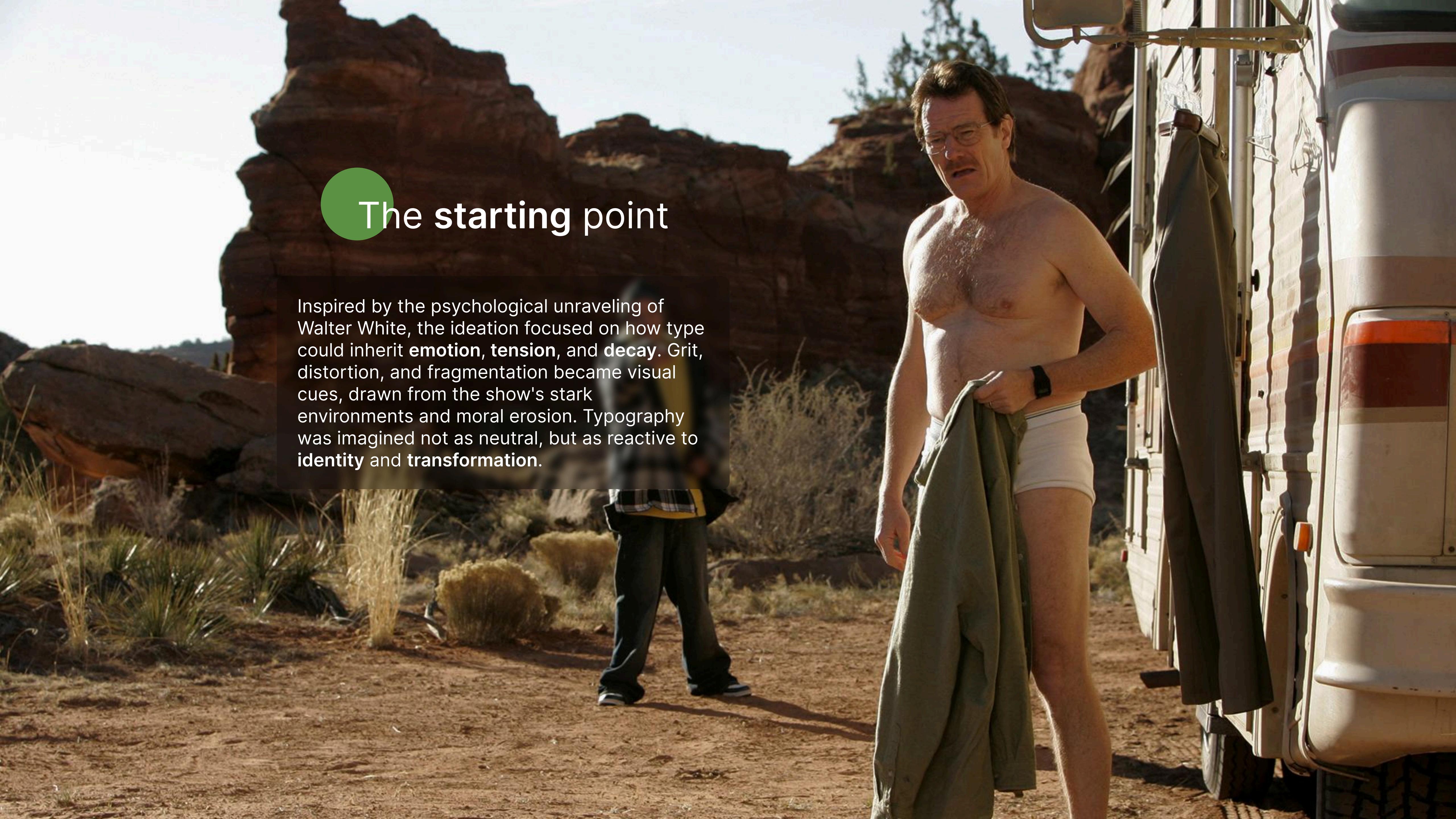
# Amanda Li

# Walter White Newspaper

## Typography Experiment

This project reimagines typography as narrative through the persona of *Breaking Bad*'s Walter White. Using a newspaper format, it explores how type interacts with **image**, **place**, and **texture** to reflect inner conflict and transformation. Gritty surfaces and atmospheric design echo Walter's descent, turning typography into a vessel for character and story. The result is a visual narrative where type doesn't just communicate—it becomes **identity**.





## The starting point

Inspired by the psychological unraveling of Walter White, the ideation focused on how type could inherit **emotion**, **tension**, and **decay**. Grit, distortion, and fragmentation became visual cues, drawn from the show's stark environments and moral erosion. Typography was imagined not as neutral, but as reactive to **identity** and **transformation**.

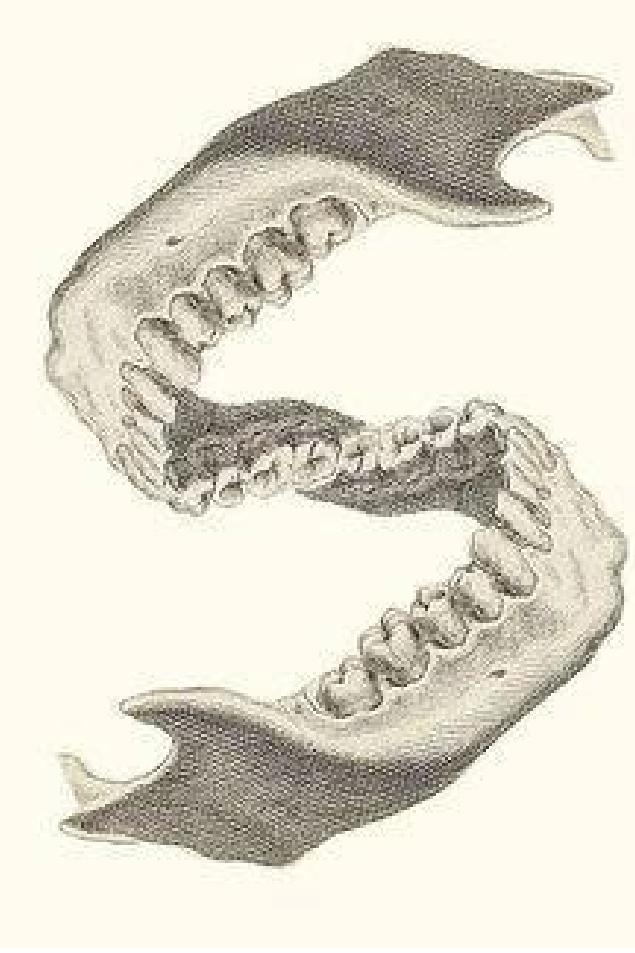
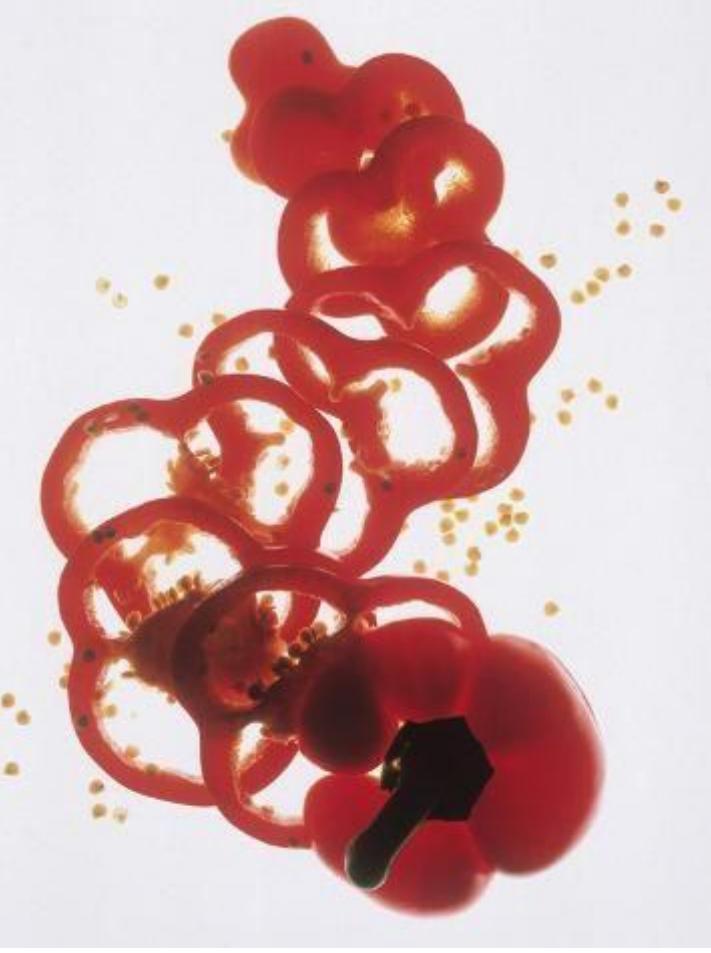
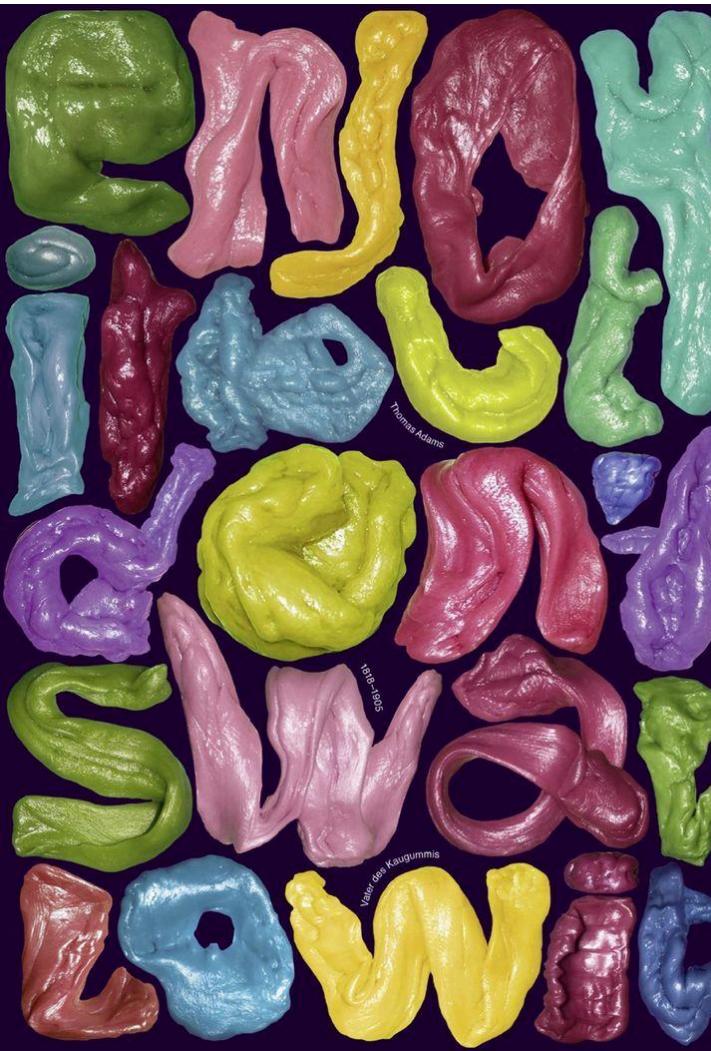
## Design Goal

To create a typographic system that responds to character evolution—where form, texture, and spatial tension mirror psychological states. The goal is to let typography act not just as communication, but as narrative—shifting visually alongside identity, environment, and emotional decay.

**Audience:** Fans of the series or people who are interested in the show.



# Inspiration







Amanda L



## Design Style

With powerful visual impact and no use of character imagery, the design relies solely on the **force of typography** to convey a vivid sense of character—inviting viewers into an intimate **visual dialogue** that transcends portraiture.



The text is paired with the most fitting image-simulated typeface, using visual impact to reflect and amplify the sense of pressure conveyed by the words.



## Design Detail

Additional typographic experiments with different visual elements are compiled on the final page.





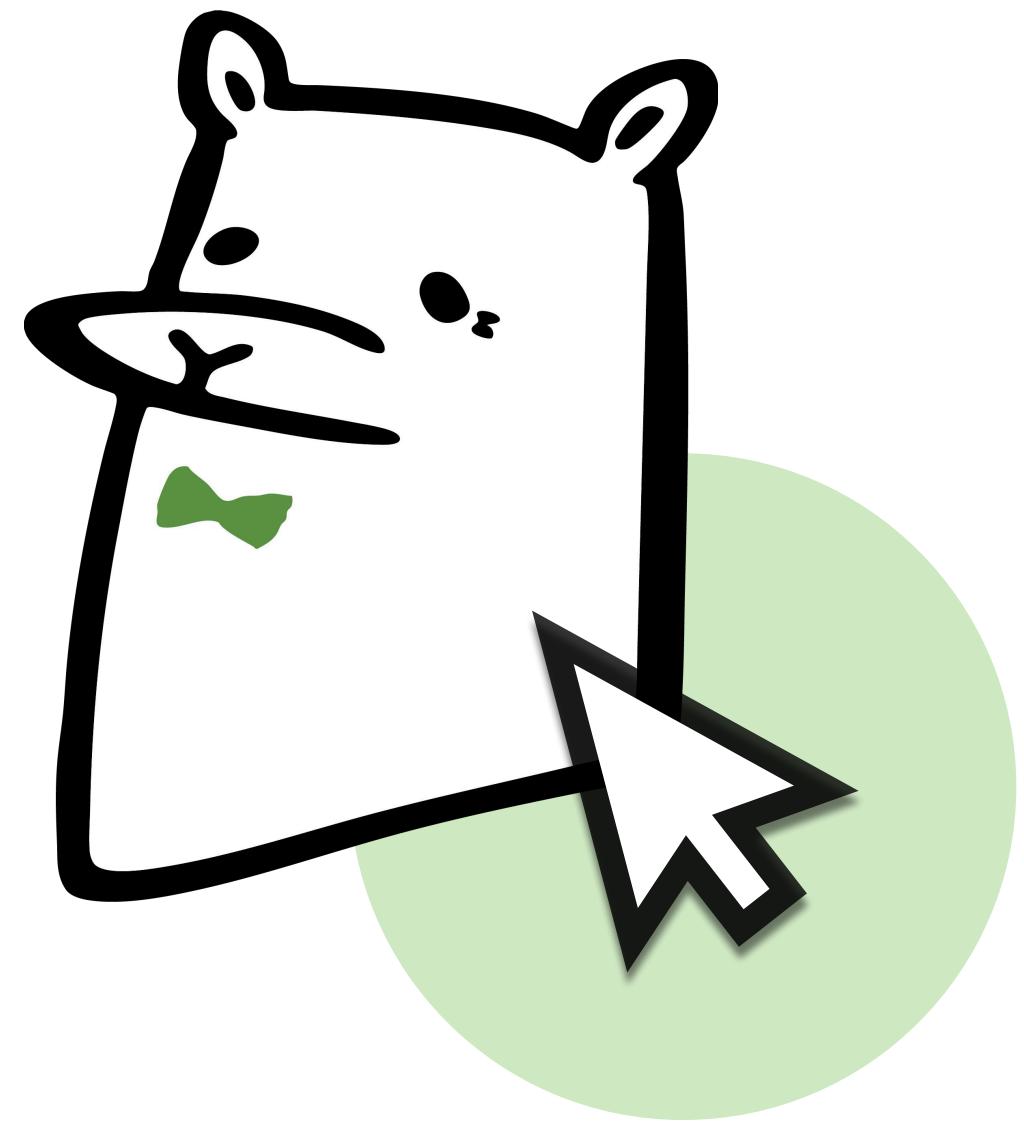






Amanda Li

amandawork.com



Want To See More?  
**CLICK THE LOGO!**