

*Amanda Li*

P O R T F O L I O   2 0 2 5

# 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.



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# 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

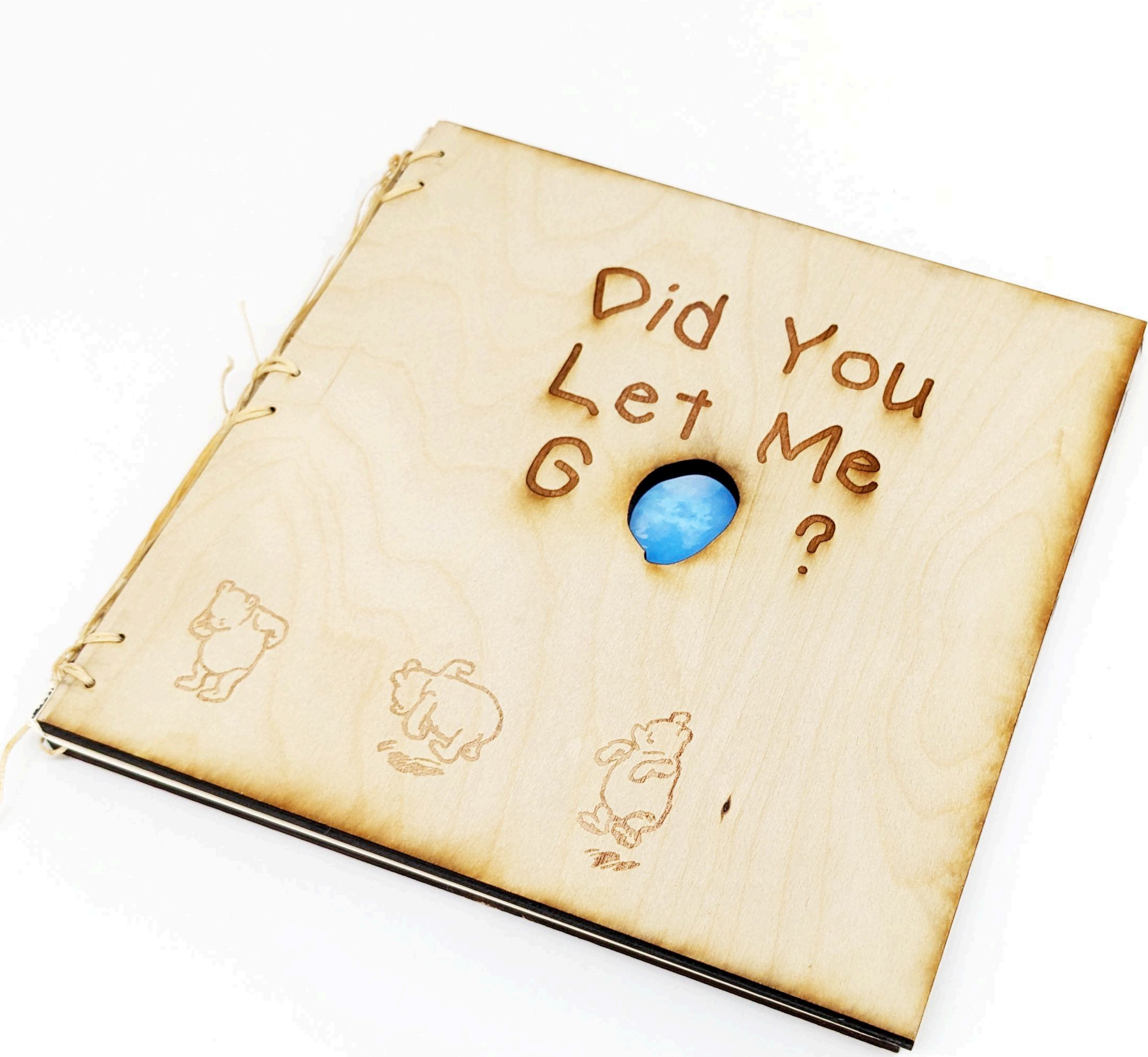
To bridge the inner child and the grown-up world through imagery that speaks to both—inviting reflection, warmth, and imagination.

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



# Inspiration





## Design Style

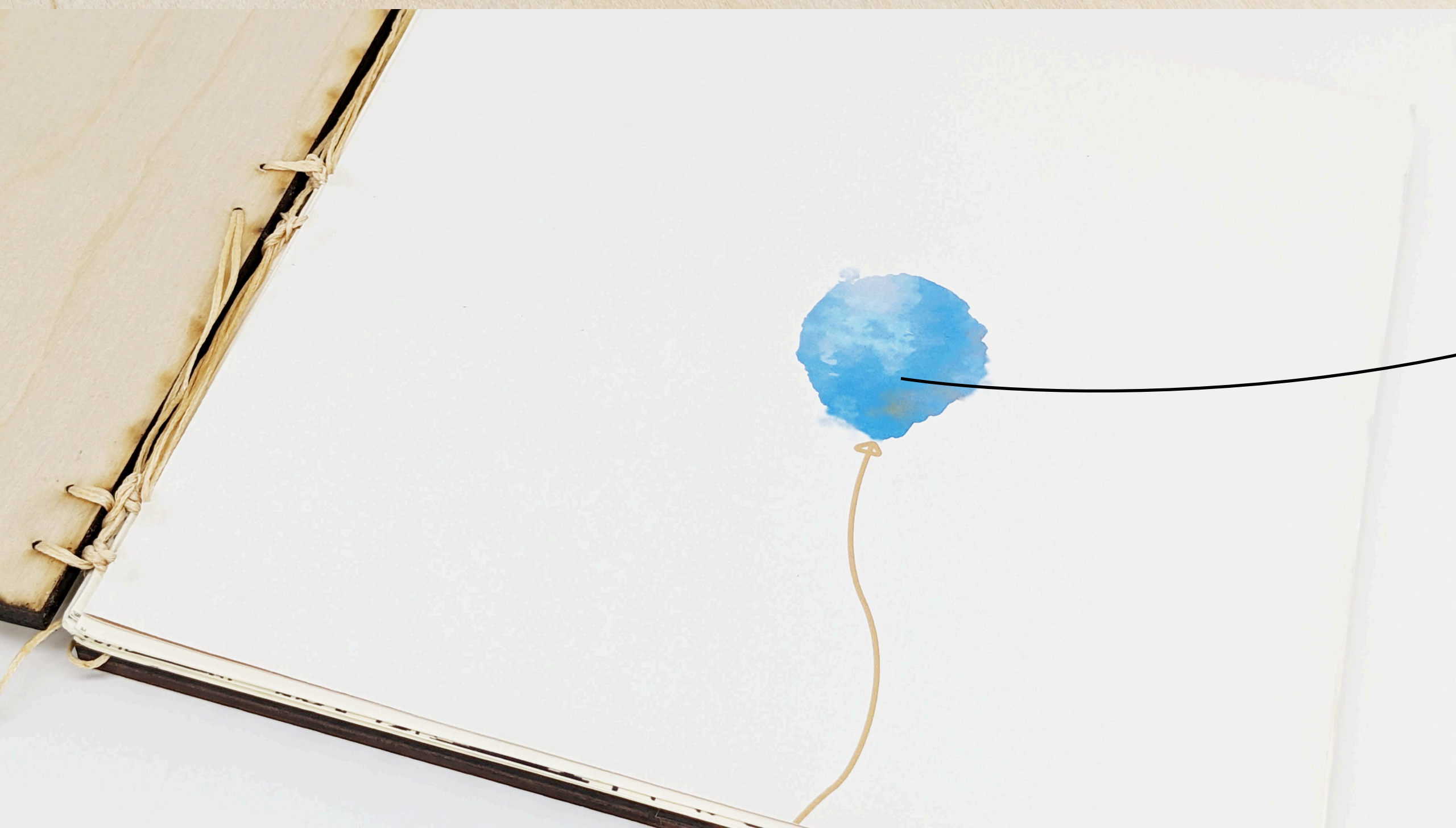
Playful and nostalgic, the design draws from Winnie-the-Pooh's original illustrations and typography to highlight the story's warmth, charm, and emotional depth.



# 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

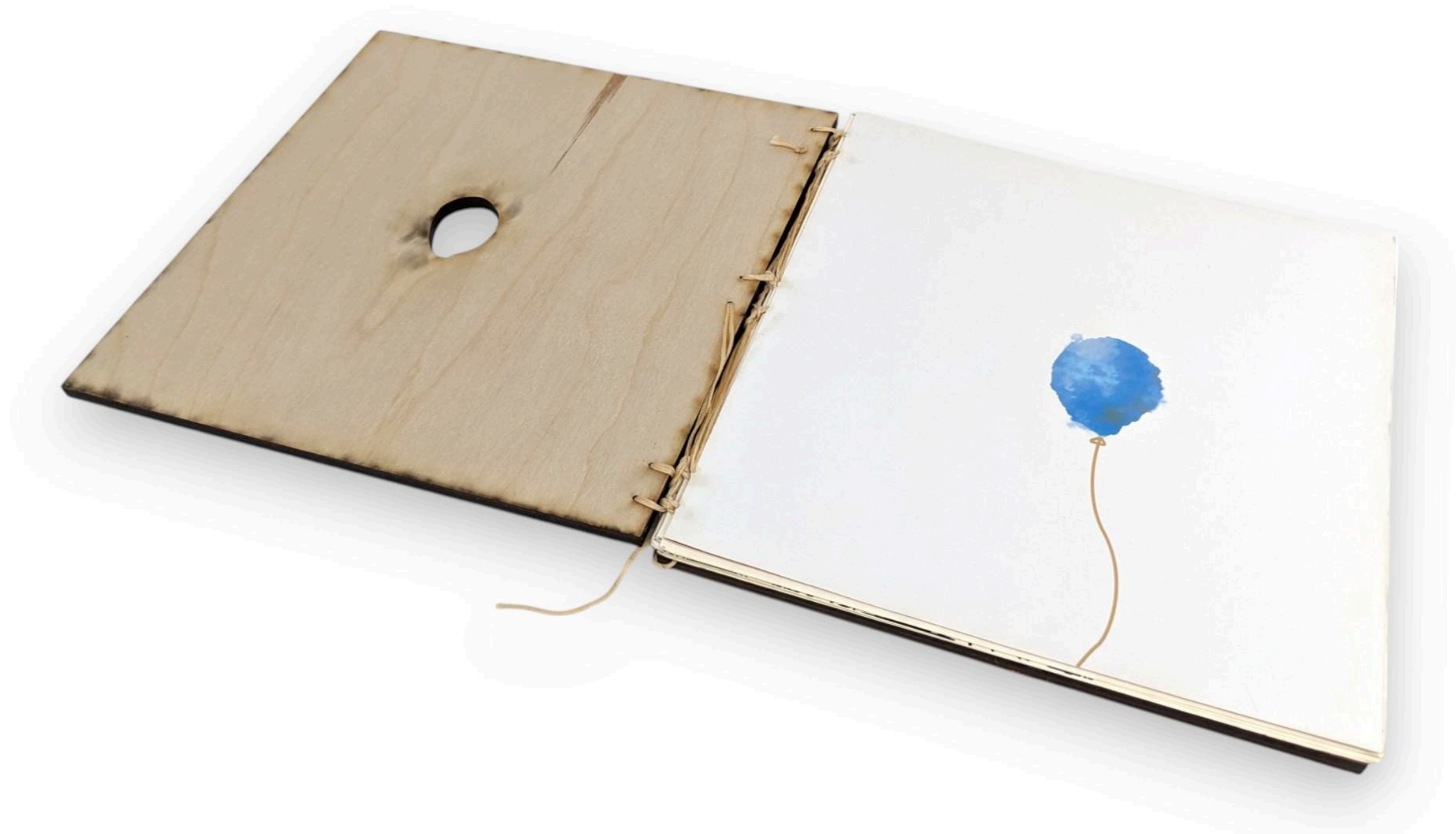


Laser-cut illustrations on the covers add whimsy and break the uniform layout, enhancing appeal to young readers.



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





## CHAPTER 2 OUR FRIEND, CHRISTOPHER ROBIN



Once upon a time, a very long time ago now, about last Friday, Winnie-the-Pooh lived in a forest 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:

Ian'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 ...

**Cr-r-a-p-p-c-k!**

Did You Let Me Go?

...the mere utility we bring to  
society. It is about becoming not only a  
productive member of the community but  
also a good person—a person who exudes  
warmth, kindness, and empathy. Just as  
we strive to achieve professional success,  
let us equally embrace the pursuit of  
being interesting, authentic, and true  
to ourselves.

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let us equally embrace the pursuit of  
being interesting, authentic, and true  
to ourselves.



So, don't forget your childhood, just like  
we don't forget our dreams, courage, and  
love. Be a good person, an interesting  
person, and be ourselves.

Did You Let Me Go?

Phew Robin: I'm not the person I used to be.





# 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.

A woman with long dark hair, wearing a tan trench coat, is in a gift shop. She is holding two boxes of Golden Soap in her left hand and reaching up with her right hand to touch a product on a shelf. The shelves are filled with various colorful gift items. The background is slightly blurred, focusing on the woman and her actions.

## 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









## Design Style

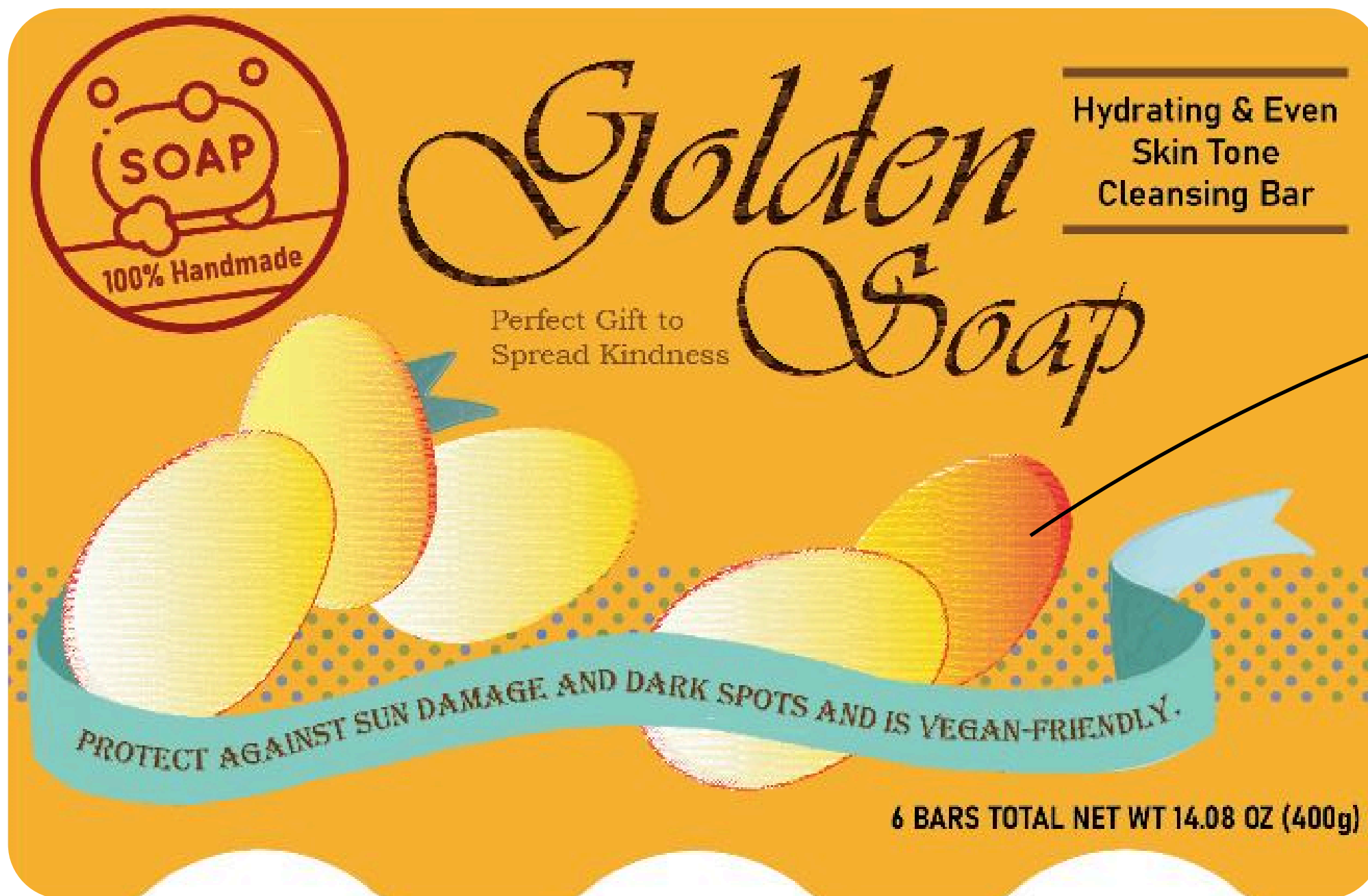
Warm, friendly, and illustrative, featuring soft color palettes, hand-drawn elements, and approachable typography. The overall tone is **inviting** and **gentle**, aiming to create an emotional connection with users and make the act of giving feel **thoughtful** and **heartfelt**.

## Design Detail

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

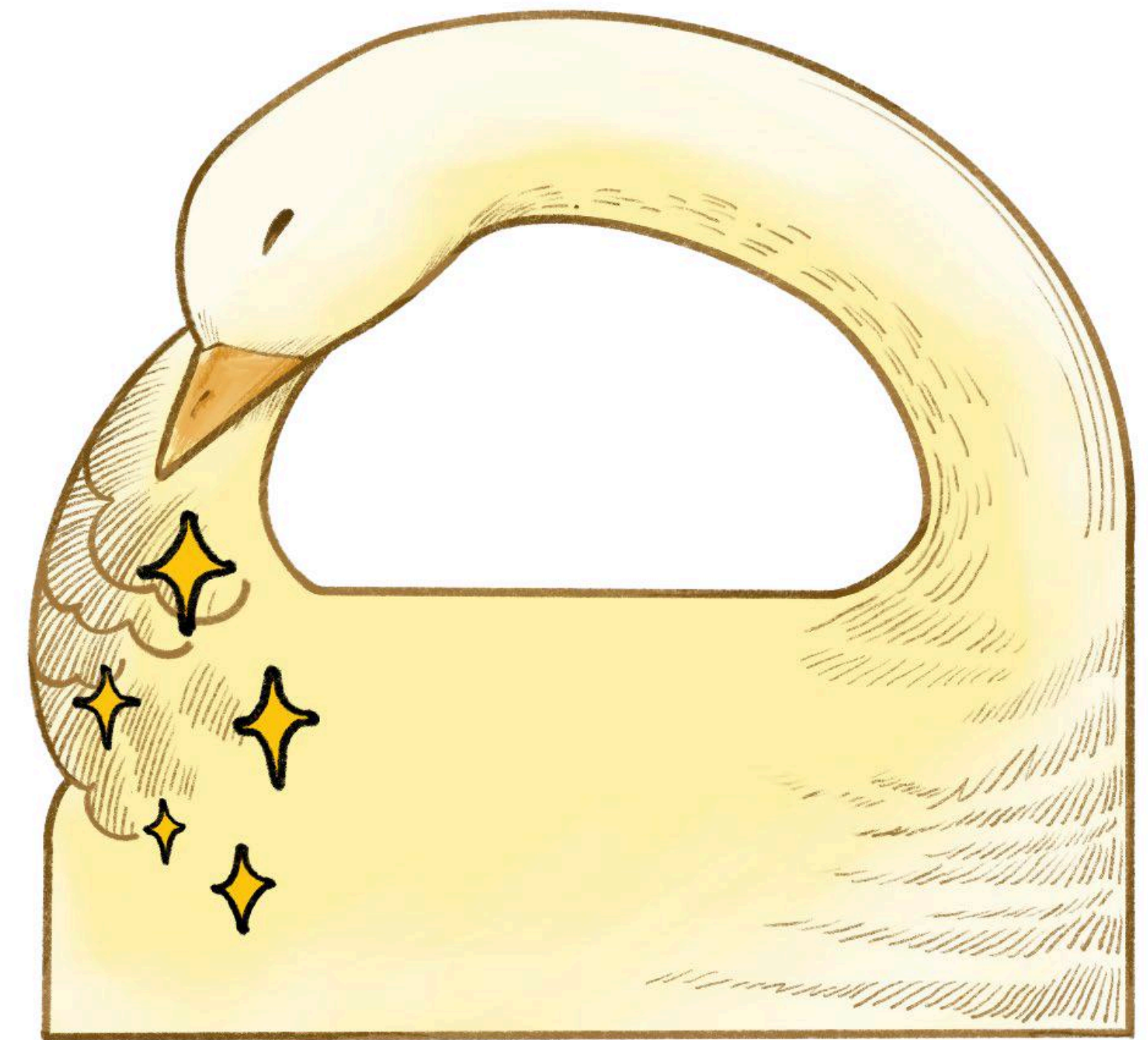
**Type face:** Vivaldi Italic  
Classic curves, paired with wood textures, evoke the soap's herbal roots and a natural elegance.





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

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





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.





# Golden Soap

Hydrating & Even  
Skin Tone  
Cleansing Bar

Perfect Gift to  
Spread Kindness

PROTECT AGAINST SUN DAMAGE AND DARK SPOTS AND IS VEGAN-FRIENDLY.

6 BARS TOTAL NET WT 14.08 OZ (400g)



@Amandawork.com





# 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.

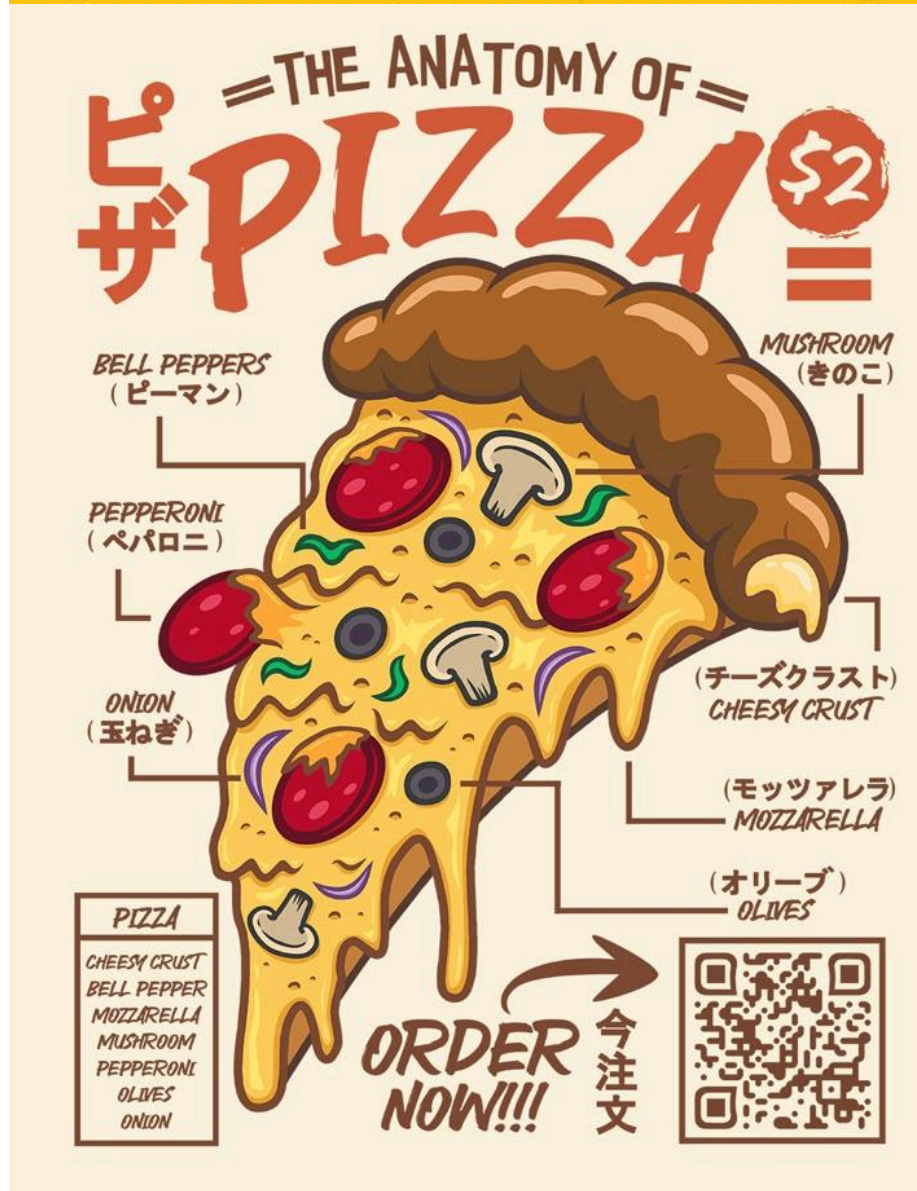
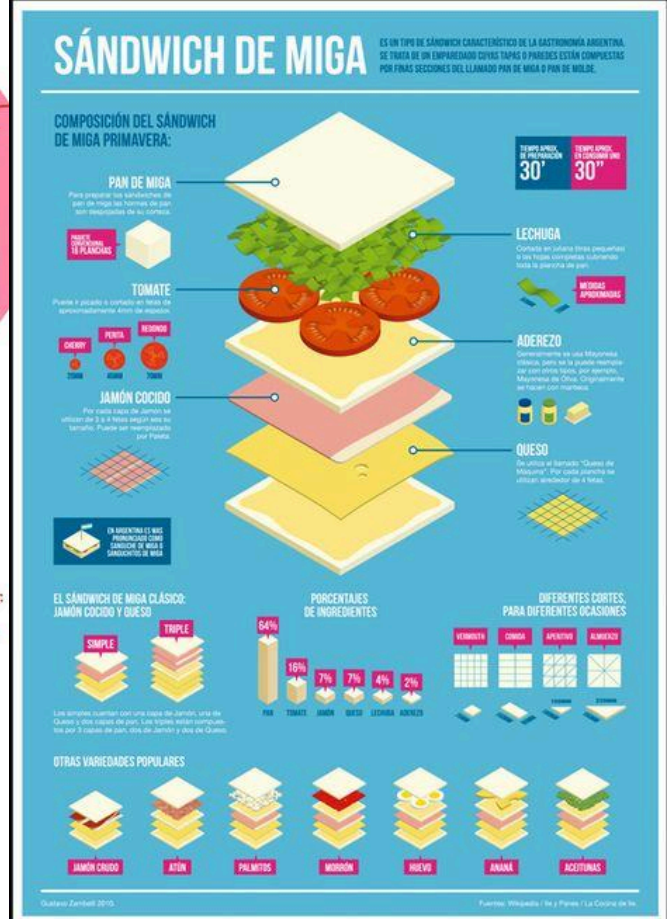
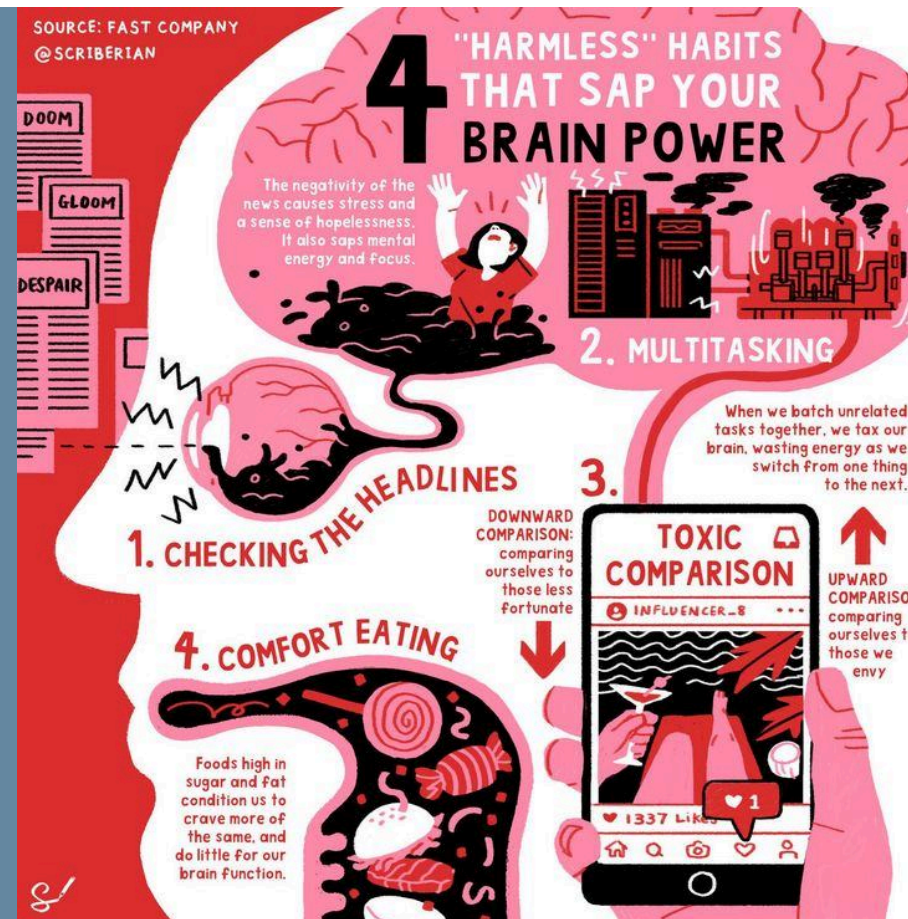
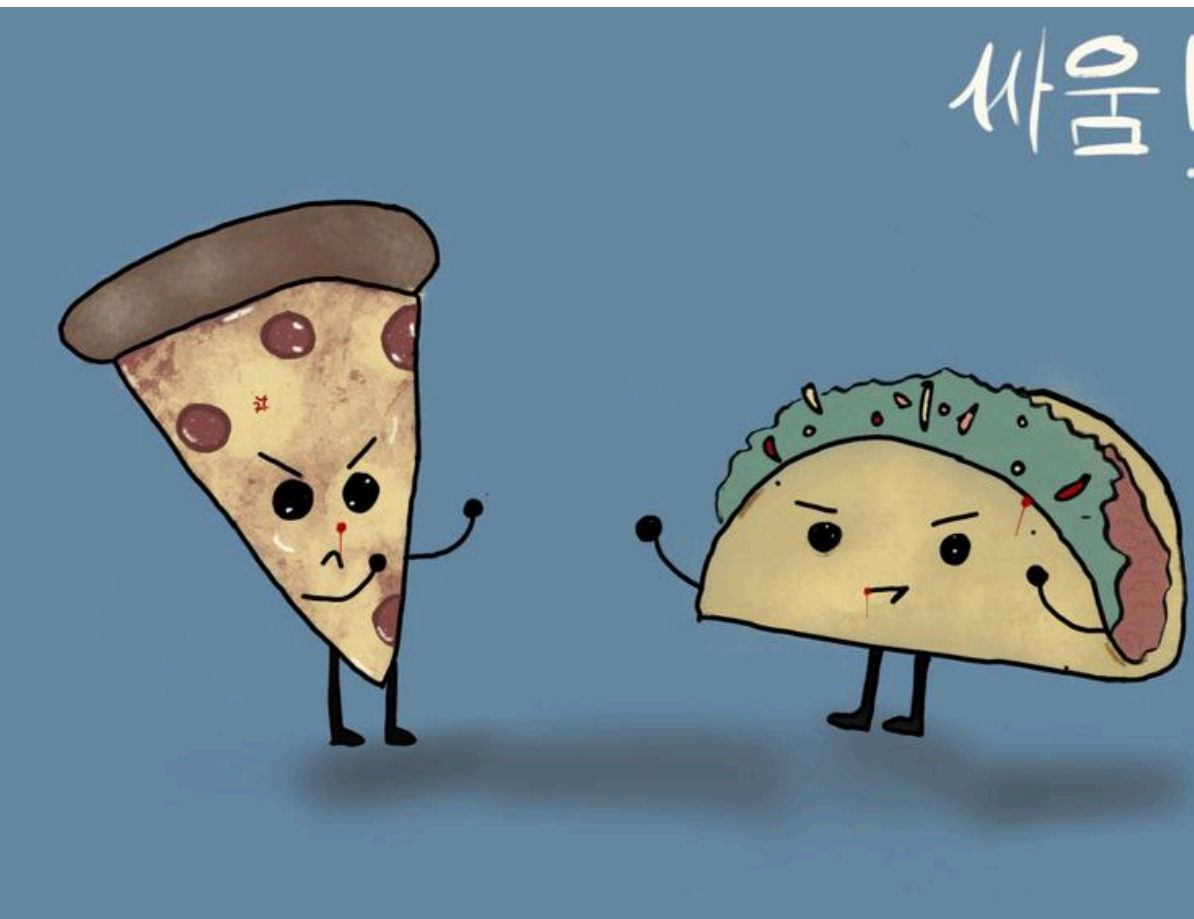
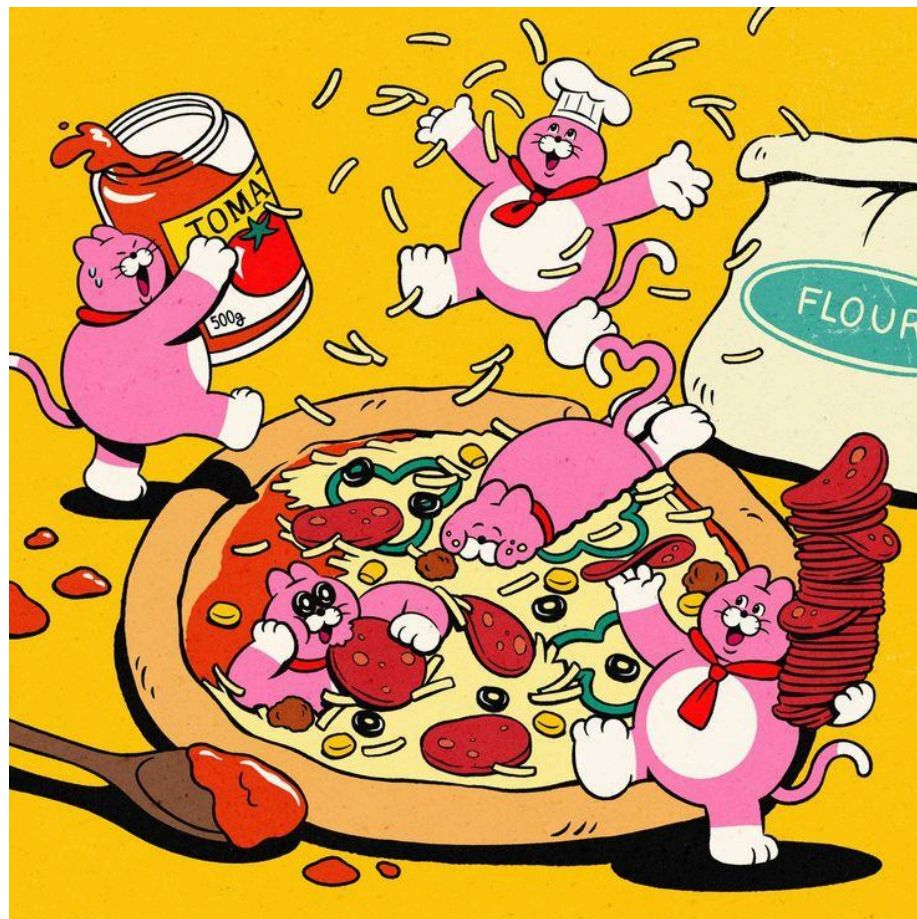


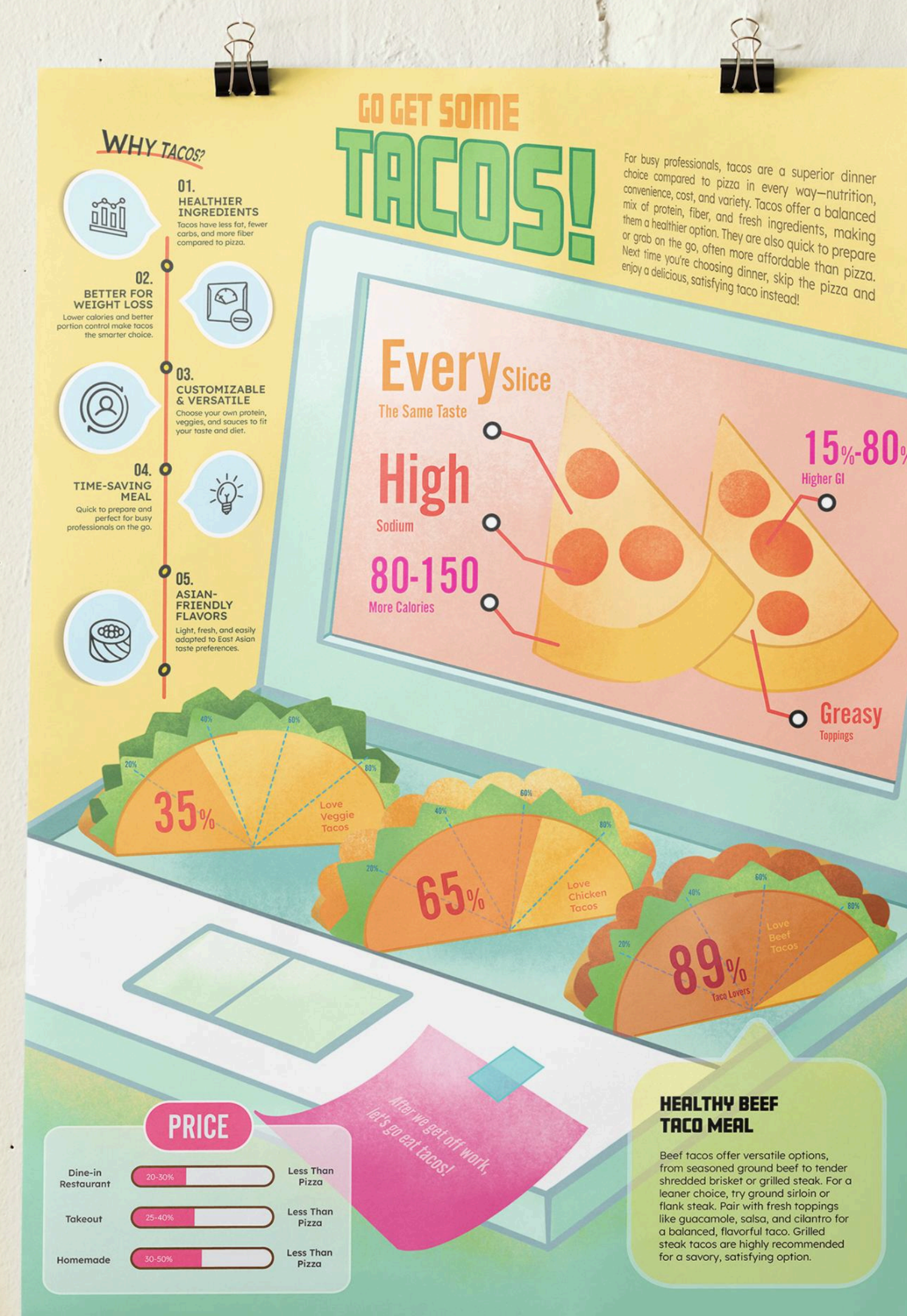
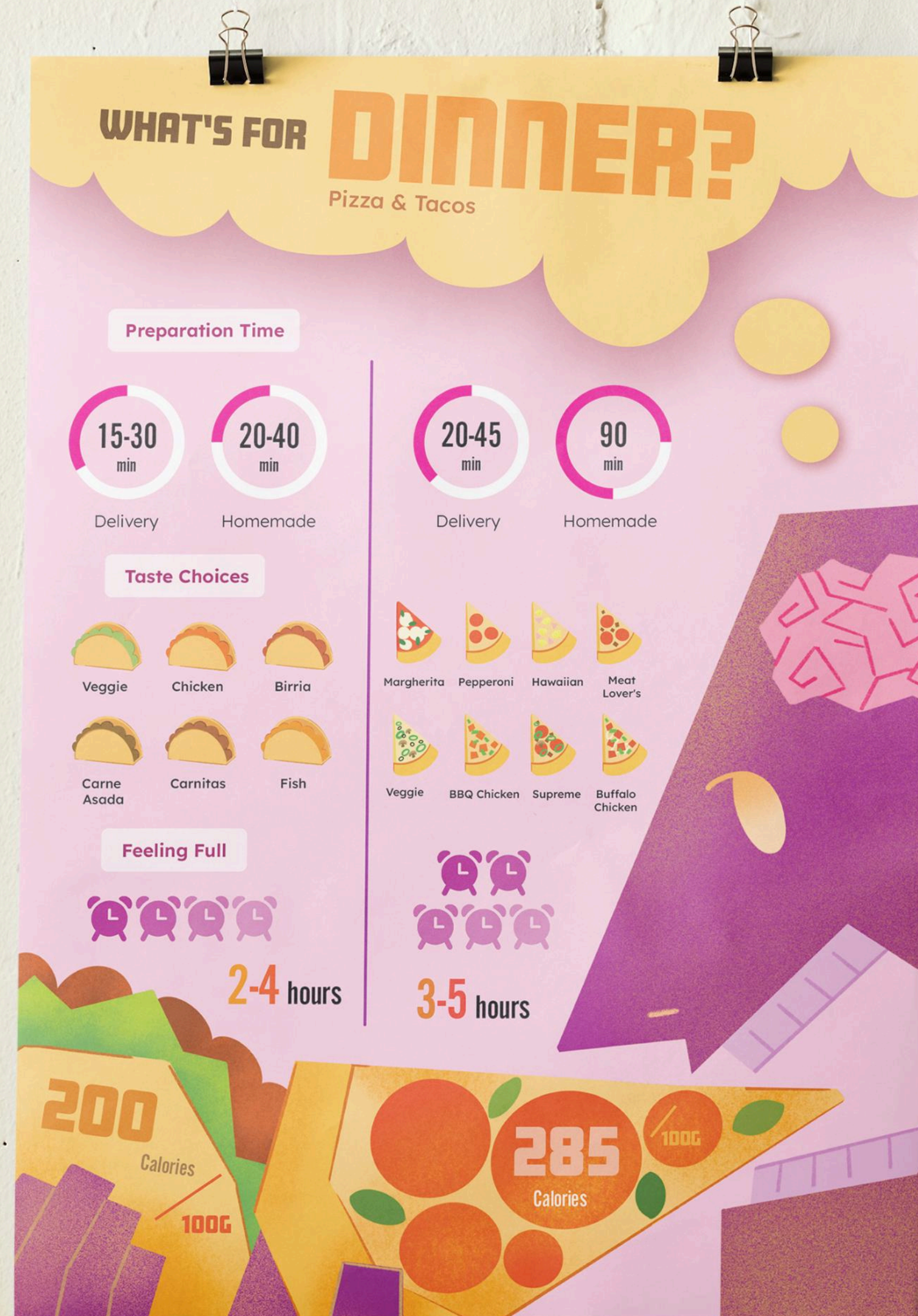
## Design Goal

To investigate the dining 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







**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.

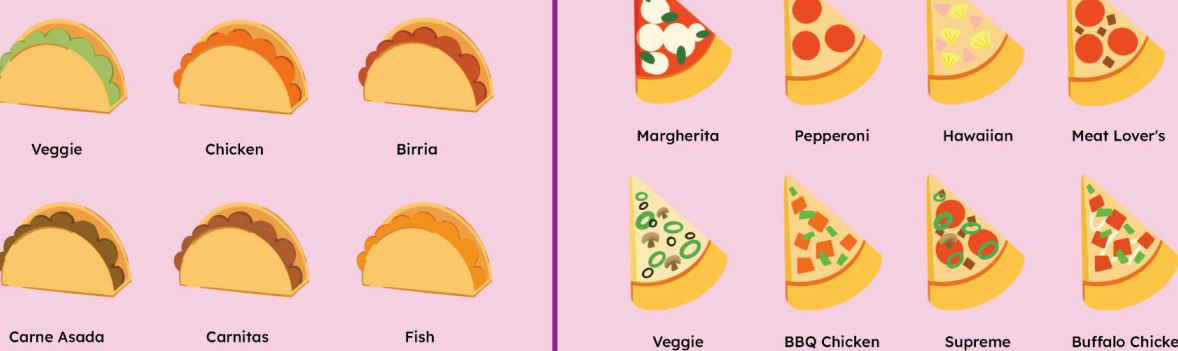
In the U.S., Asian new graduates often face busy schedules that leave little time for elaborate dinners. Quick and satisfying meal options become a necessity. Among the fast-food choices, **pizza** and **tacos** stand out as two of the most popular and convenient solutions, offering versatility, taste,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

# WHAT'S FOR DINNER?

## Preparation Time



## Taste Choices



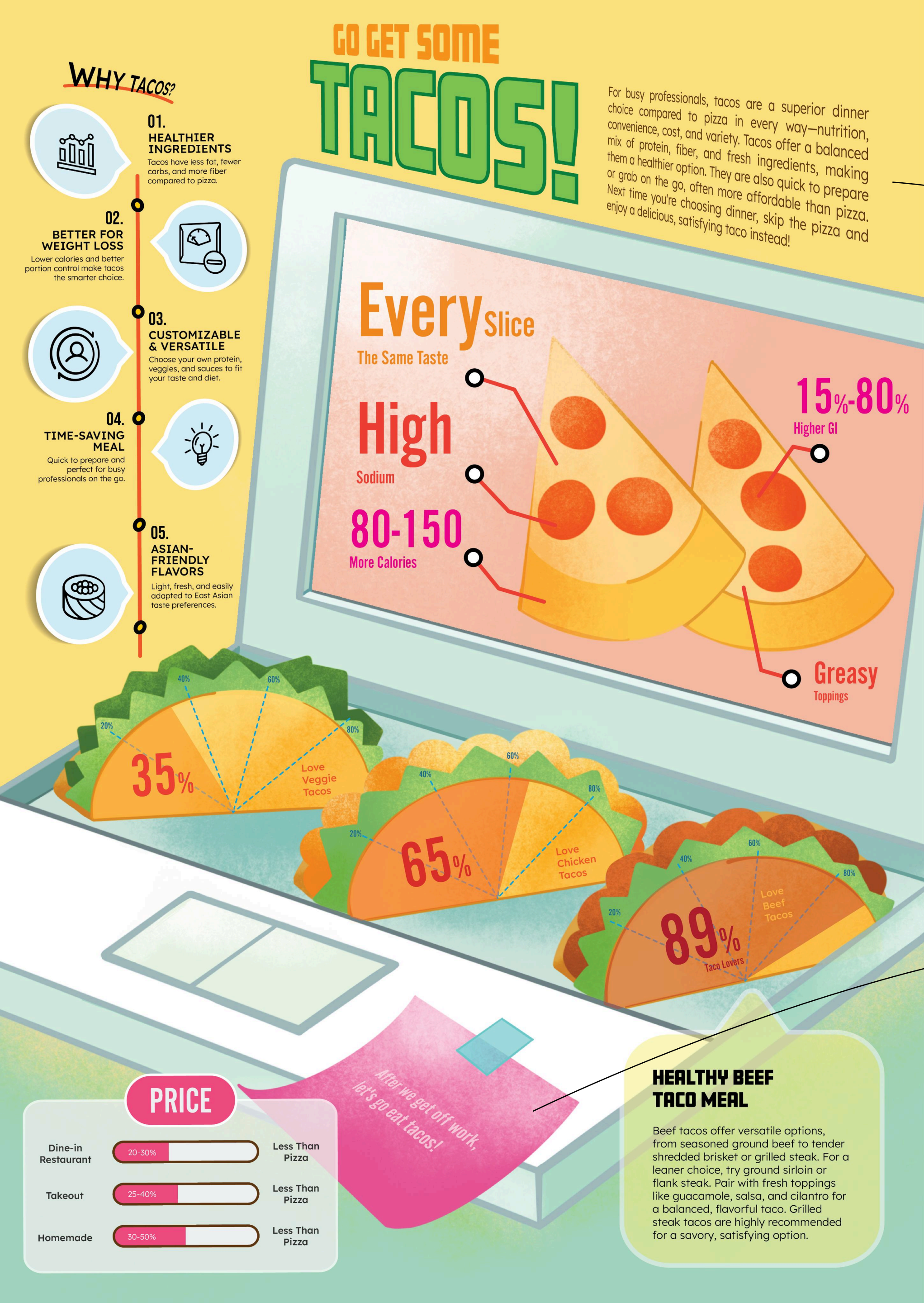
## Feeling Full



## Design Detail

"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.



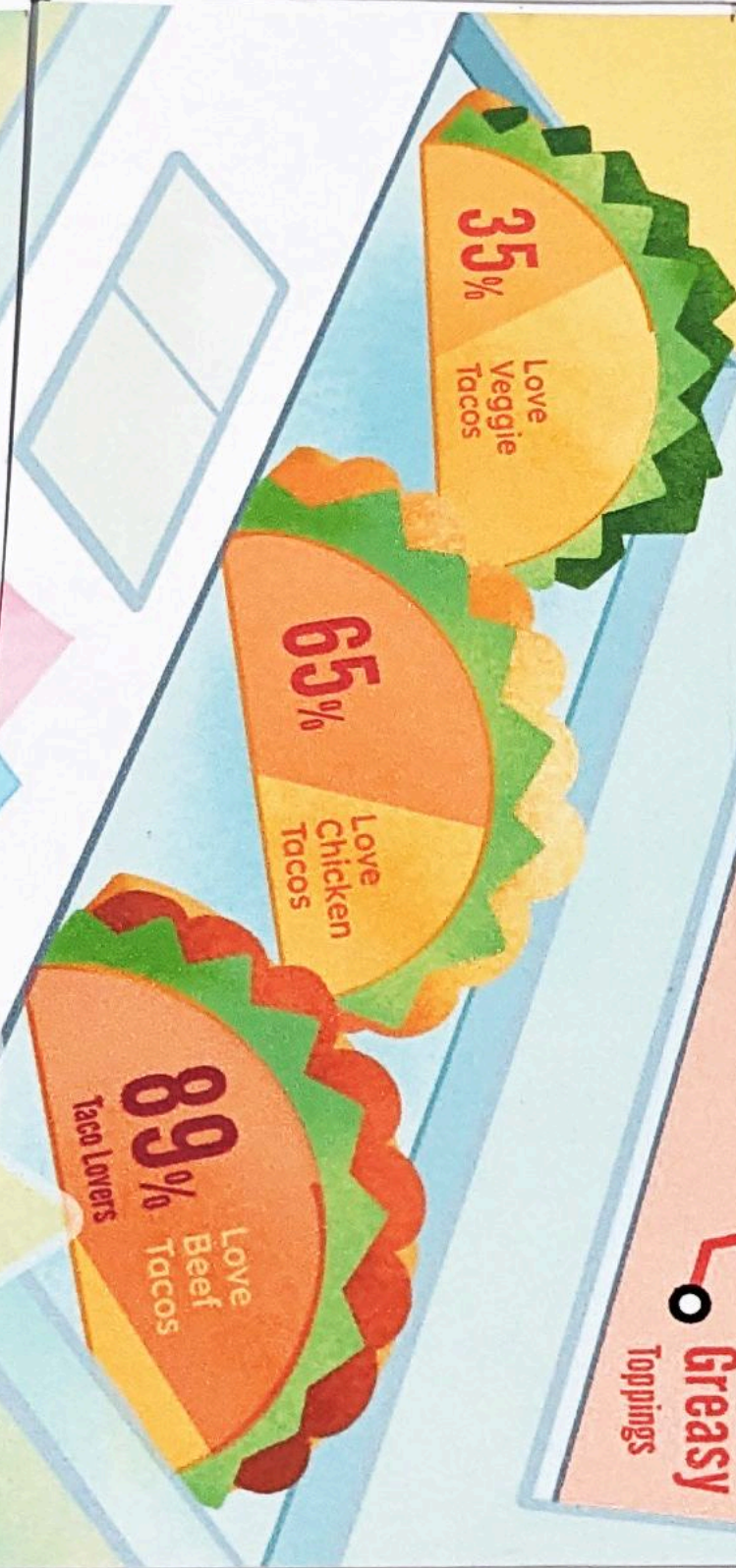
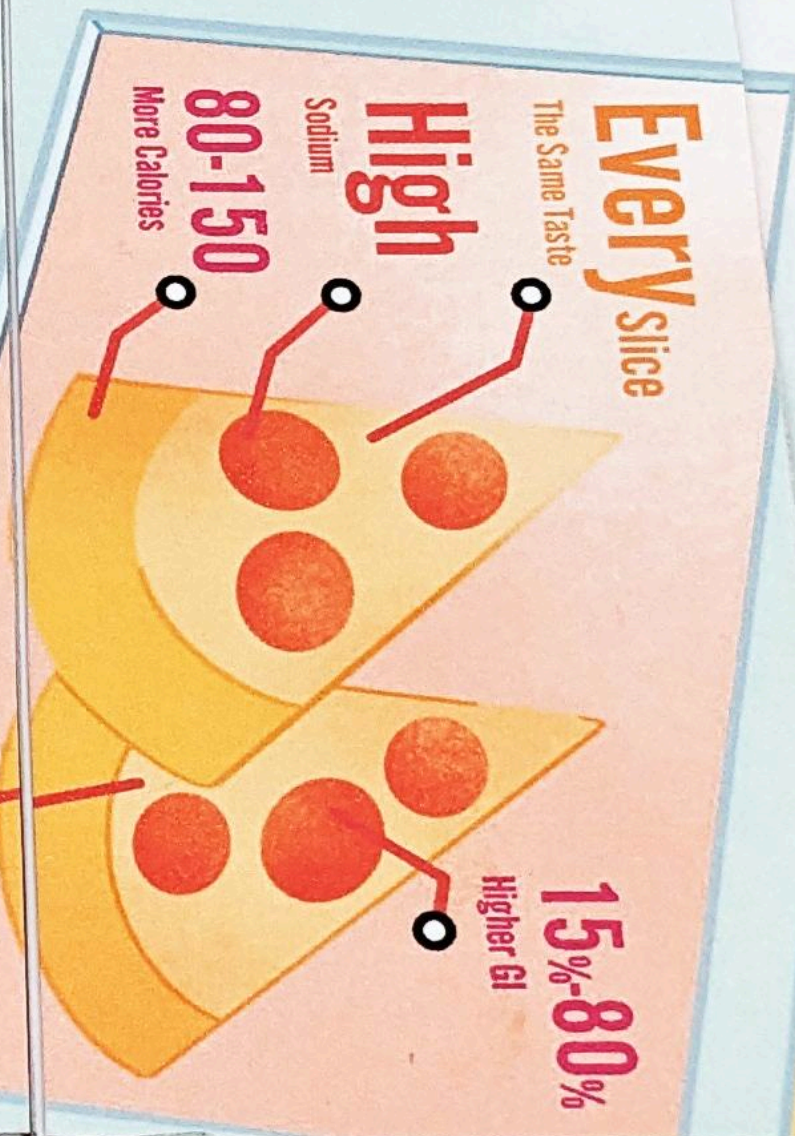
The angled typography aligns with the illustrated laptop, enhancing depth and evoking a desk-side viewpoint, reinforcing the office context.

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

# GET SOME TACOS!

## WHY TACOS?

01. HEALTHIER INGREDIENTS
02. WEIGHT LOSS
03. CUSTOMIZABLE & VERSATILE
04. TIME-SAVING MEAL
05. ASIAN-FRIENDLY FLAVORS



## PRICE

20-50%

CHEAPER!  
BETTER!

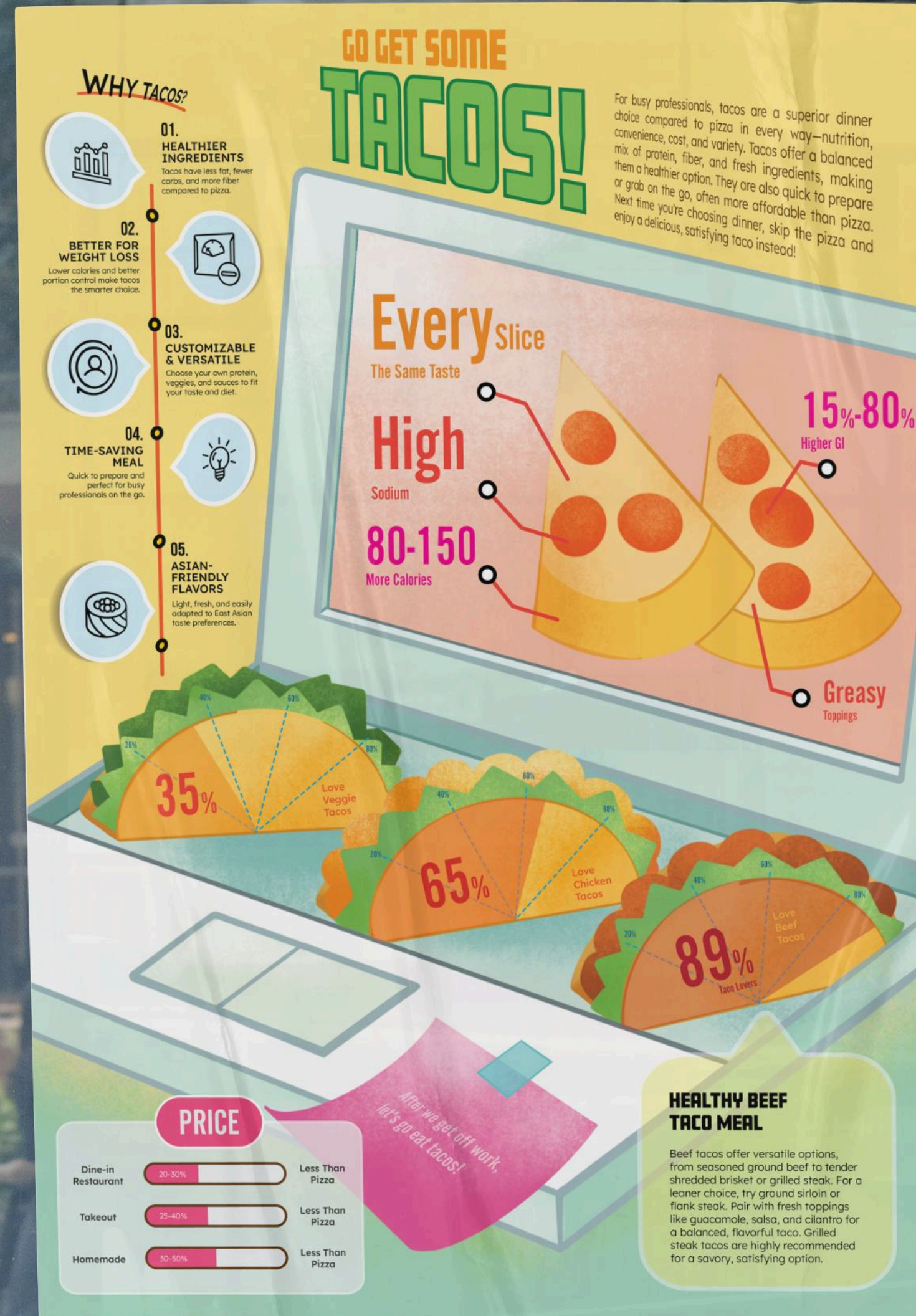
Less Than Pizza

## HEALTHY BEEF TACO MEAL

- Seasoned ground beef
- Tender shredded brisket
- Grilled steak
- Ground sirloin
- Flank steak



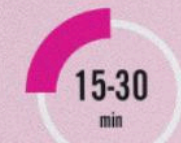




In the U.S., Asian new graduates often face busy schedules that leave little time for elaborate dinners. Quick and satisfying meal options become a necessity. Among the fast-food choices, **pizza** and **tacos** stand out as two of the most popular and convenient solutions, offering versatility, taste,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

# WHAT'S FOR DINNER?

## Preparation Time



Delivery



Homemade



Delivery



Homemade

## Taste Choices



## Feeling Full

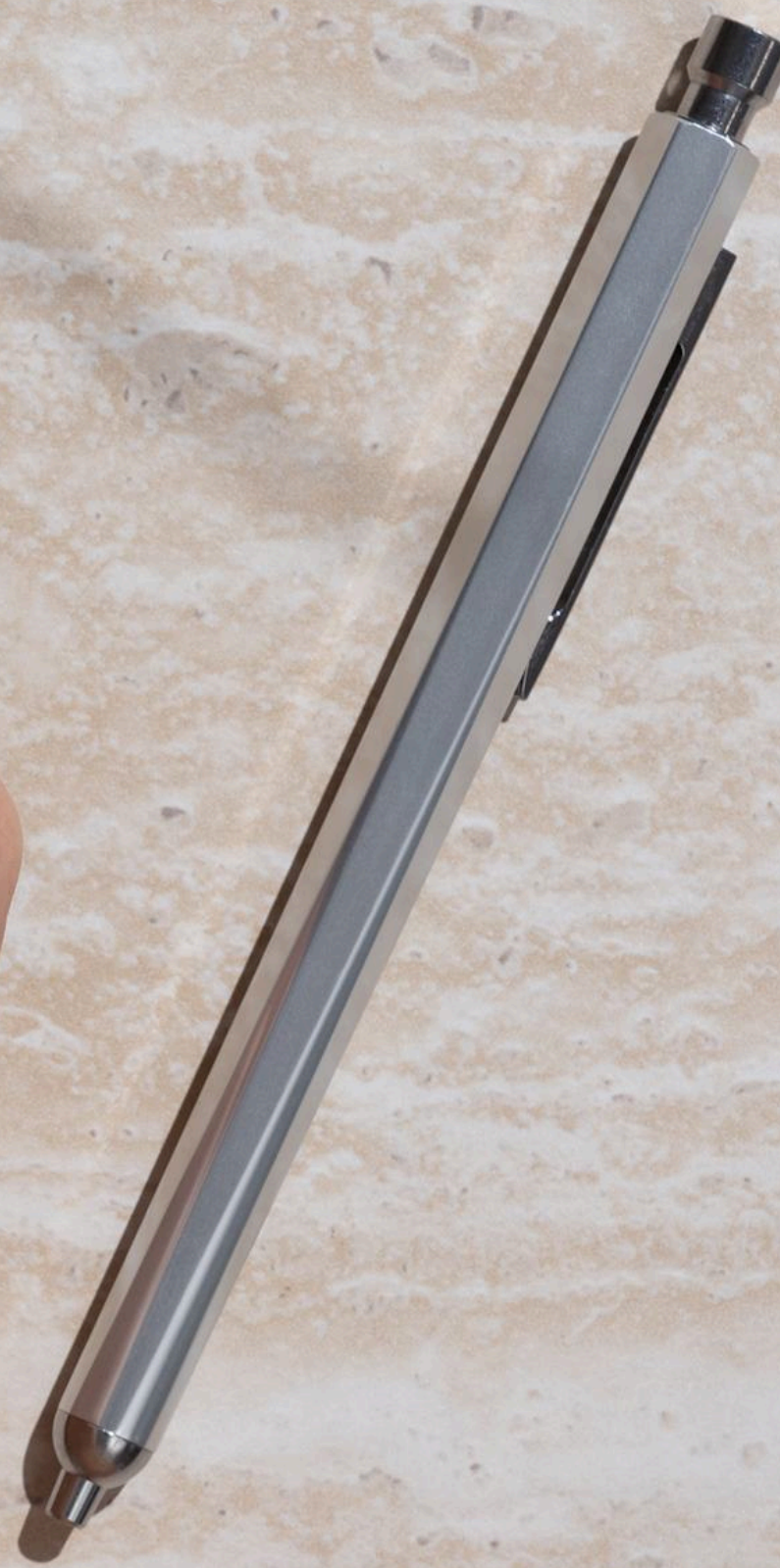
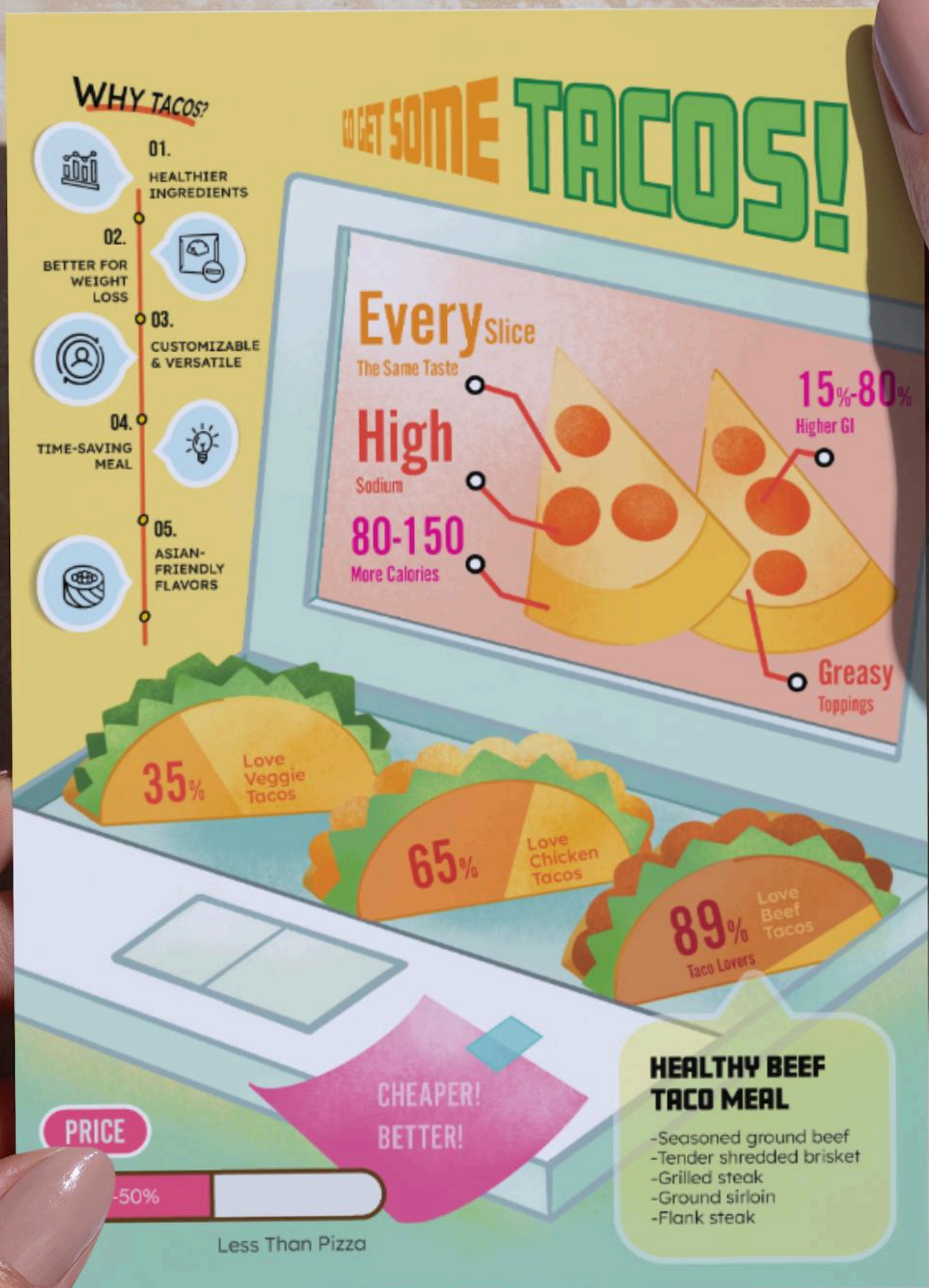


2-4 hours



3-5 hours







# WHAT'S FOR DINNER?

Pizza & Tacos

## Preparation Time

Delivery	Homemade
15-30 min	20-40 min

## Taste Choices

Delivery	Homemade
<ul style="list-style-type: none"><li>Veggie</li><li>Chicken</li><li>Birria</li><li>Carne Asada</li><li>Carnitas</li><li>Fish</li></ul>	<ul style="list-style-type: none"><li>Margherita</li><li>Pepperoni</li><li>Hawaiian</li><li>Meat Lover's</li><li>Veggie</li><li>BBQ Chicken</li><li>Supreme</li><li>Buffalo Chicken</li></ul>

## Feeling Full

Delivery	Homemade
2-4 hours	3-5 hours

## Calories

Delivery	Homemade
200 Calories	285 Calories

# 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.



A person wearing a brown hoodie is shown in profile, looking down at a smartphone held in their hands. The scene is dimly lit, with the primary light source being the screen of the phone, which casts a glow on the person's face and hands. The background is dark and out of focus, suggesting an indoor setting at night.

## 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  
...crucial to encourage  
...with nature and real-  
...ending time outdoors,  
...physical activities, and  
...natural world can provide a  
...te from the incessant digital  
...ities offer opportunities for  
...reflection, allowing individuals  
...with themselves and their  
...By prioritizing real-world  
...ver virtual ones, we can foster  
...preciation for life and cultivate a  
...ed perspective.

...scheduling "digital detox" periods,  
...individuals disconnect from their  
...and immerse themselves in nature,  
...particularly beneficial. Activities such  
...king, gardening, or simply taking a walk

Engage with  
Nature  
and  
Real-Life  
Experiences

2

Meditation  
Yoga ...

Real social  
interaction  
...



...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  
...foster a sense of accomplishment.

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.



## Do you realize **THIS?**

In today's digital age, the omnipresence of smartphones has become an integral part of our daily lives. While these devices offer countless benefits, including instant communication and access to vast amounts of information, there is a growing concern about the detrimental effects of excessive smartphone use. Particularly alarming is the impact on teenagers and young adults, who are increasingly exposed to fragmented, purely entertainment-based content. This overexposure is leading to a decline in independent thinking and critical reasoning abilities, making them more susceptible to misinformation and propaganda.

Smartphones have revolutionized the way we consume information. With a simple swipe, users can access news, social media, videos, and games. However, this convenience comes at a cost. The constant barrage of notifications and the lure of endless scrolling through bite-sized content fragments our attention spans. Instead of engaging deeply with a single topic, we flit from one piece of information to another, rarely pausing to reflect or analyze. This fragmented consumption undermines our ability to develop a coherent understanding of complex issues.





# Step 1: Reclaiming our faculties

Breaking the addiction is an important first step in reclaiming our faculties. Initially, this requires 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 comprehensive and coherent information 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.









# Defined Beauty

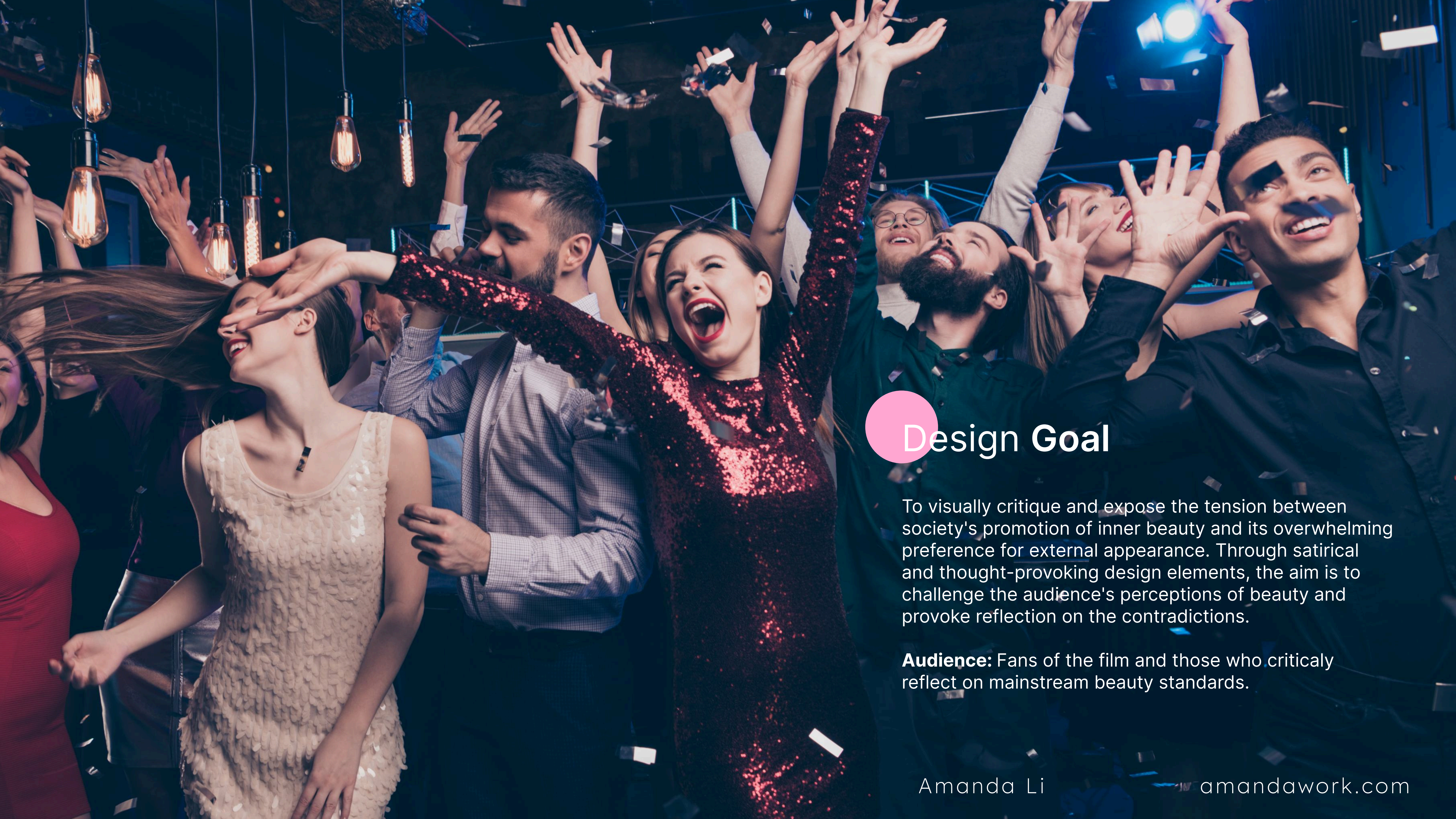
## Book Design

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

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.

Fearing beautiful appearance

Also

# Get Out!!!!

## Get Out

## Get Out



## 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.

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.

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

# DO YOU REALLY CARE?

Beauty is a transient quality. 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

It evolves and deepens, offering a connection that is more meaningful and profound than any superficial allure.

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.

# 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.

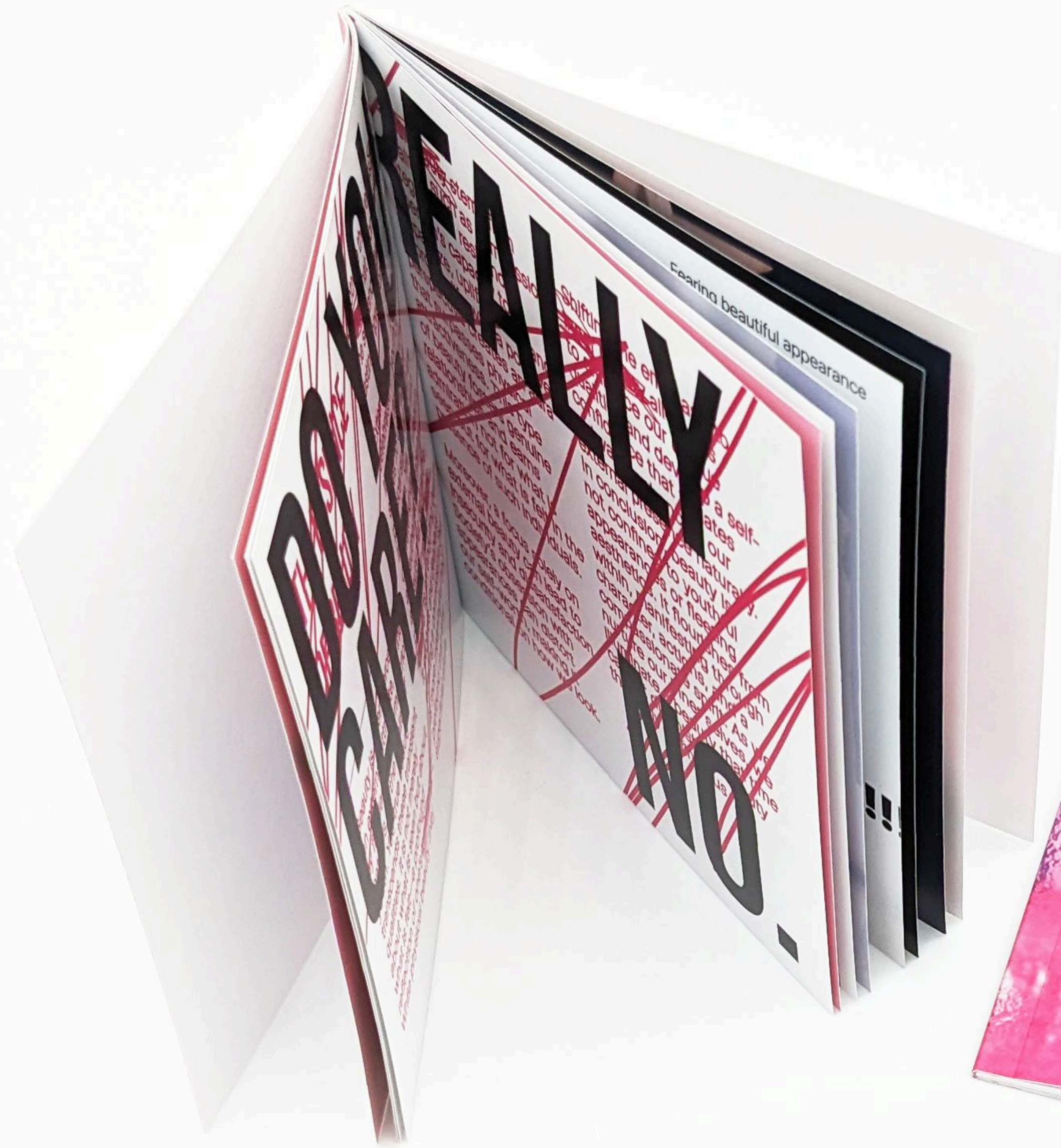


The monster was there all along, but only when the mask fell did the illusion shatter. Beauty is not a matter of the soul—it is a language, a currency, a silent agreement. As long as the surface remains untouched, goodness is assumed, virtue assigned, humanity unquestioned. But when the skin betrays 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.

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**“WHAT THEY SEE  
IS ALL THAT  
MATTERS.”**





Amanda Li

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# 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**.

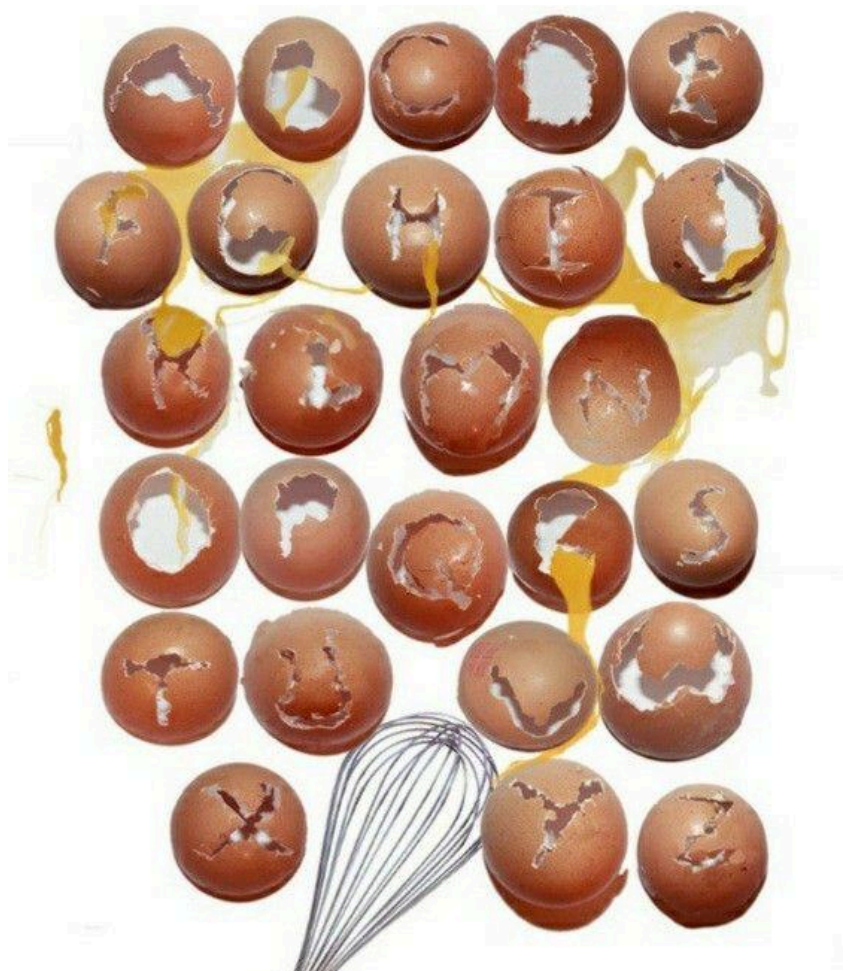
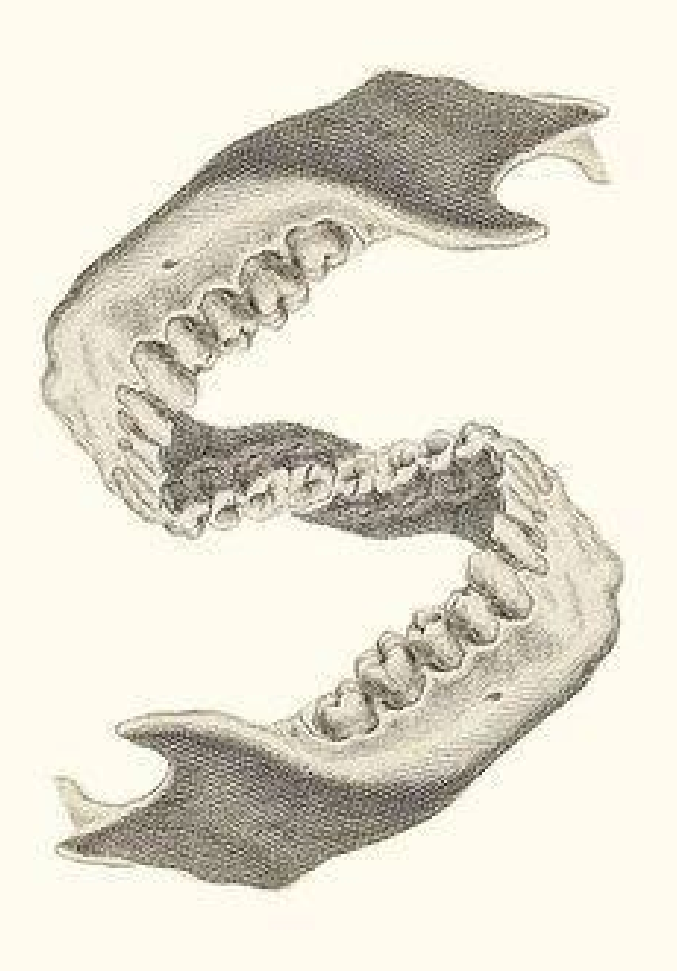
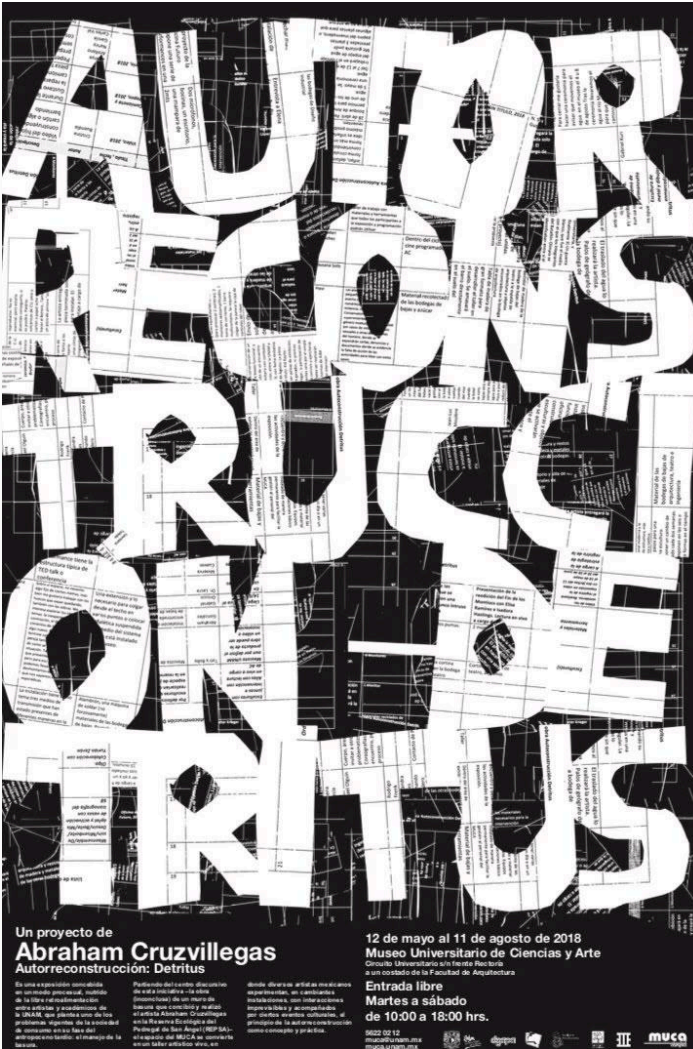
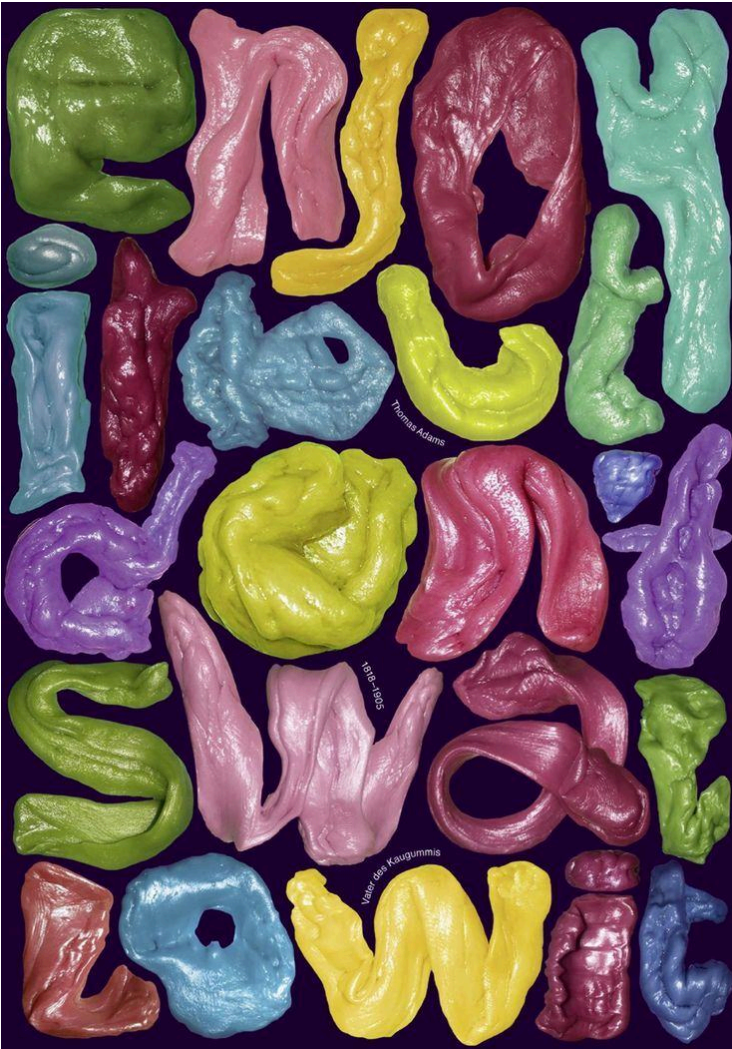


## Design Goal

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







Breaking  
Bad  
December 2024



## 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.





Walt and Jesse soon discover that Krazy-8 is still alive. Jesse finds that Krazy-8 has escaped from the RV, and Walt finds him roaming the neighborhood. Krazy-8 runs into a tree at the night of Walt, which allows Walt to carry him to his car. Walt and Jesse restrain Krazy-8 in Jesse's basement on using a specific plastic container. Ignoring Walt's instructions, Jesse dissolves the acid in the bathtub, and the acid eats through the tub and the floor beneath it, with the dissolved entrails in the hall. ("Cat's in the Bag")

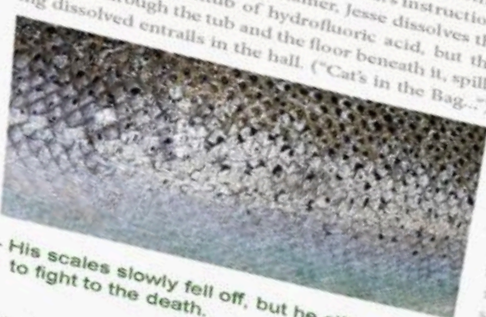
Walt feels conflicted about killing Krazy-8, writing a table on reasons he should be kept alive, and only a single reason not to: "he'll kill your entire family." Unable to bring himself to kill him, Walt begins providing food and a latrine to his prisoner, who he has taken on as a confidant. Walt passes out briefly while delivering food to Krazy-8, breaking a plate. Awakening later, and following a conversation with Krazy-8, Walt picks up the broken plate and goes to get the key to the sharp piece of the plate missing, which he tragically realizes Krazy-8 must have picked up. Realizing that Krazy-8 intends to kill him, Walt decides that he has no choice but to kill him, which he does by pulling back on the bike lock around his neck holding him in place until he chokes to death. Walt, deeply disturbed by the ordeal, breaks his ties with Jesse. ("...and the Bag's in the River")

At a dinner party with his family, Walt finally reveals he has lung cancer. Walt's first told Skyler about his condition sometime before. They implore him to consult specialists and undergo chemotherapy. At first adamant to decide his own fate, to die honorably instead of suffering the indignities of chemotherapy side-effects, Walt finally agrees to receive treatment. Walt later crosses paths with Ken, an obnoxious businessman. While Ken is in the office, Walt destroys

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His scales slowly fell off, but he still wanted to fight to the death.



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"Walter White is a brilliant man and an accomplished liar who lies best to himself."

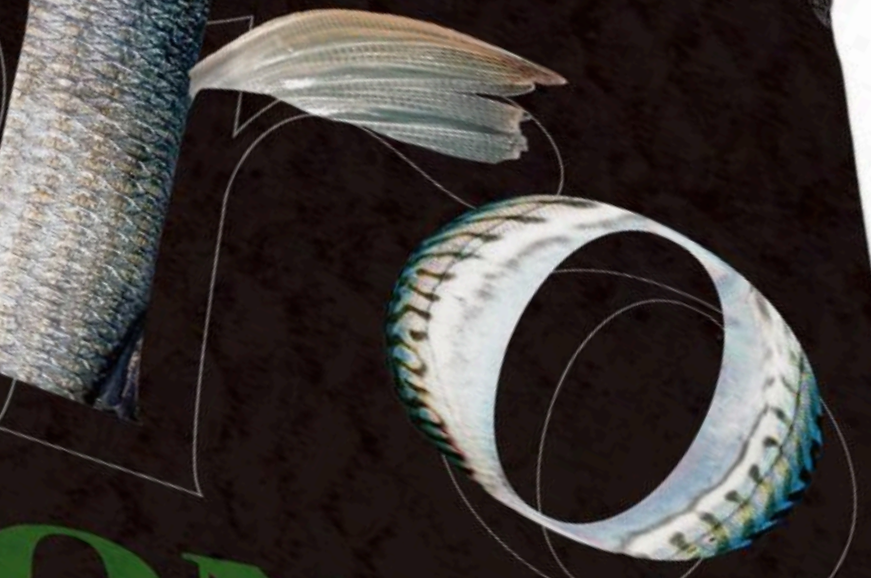
# INNOCENCE TURNS TO POISON

THE LEGENDARY AND TRAGIC LIFE OF WALTER WHITE

Breaking Bad is a legendary crime drama series that explores the transformation of Walter White, a high school chemistry teacher turned ruthless drug kingpin. Driven by financial desperation after a terminal cancer diagnosis, Walter dives into the methamphetamine trade to secure his family's future, only to spiral deeper into a world of violence, moral compromise, and power. The series captivates viewers with intense storytelling, complex characters, and a gritty look at the consequences of unchecked ambition. In the following article, we'll delve into Walter White's journey, tracing his evolution from a struggling teacher to the feared "Heisenberg" and exploring the choices and events that defined his life.



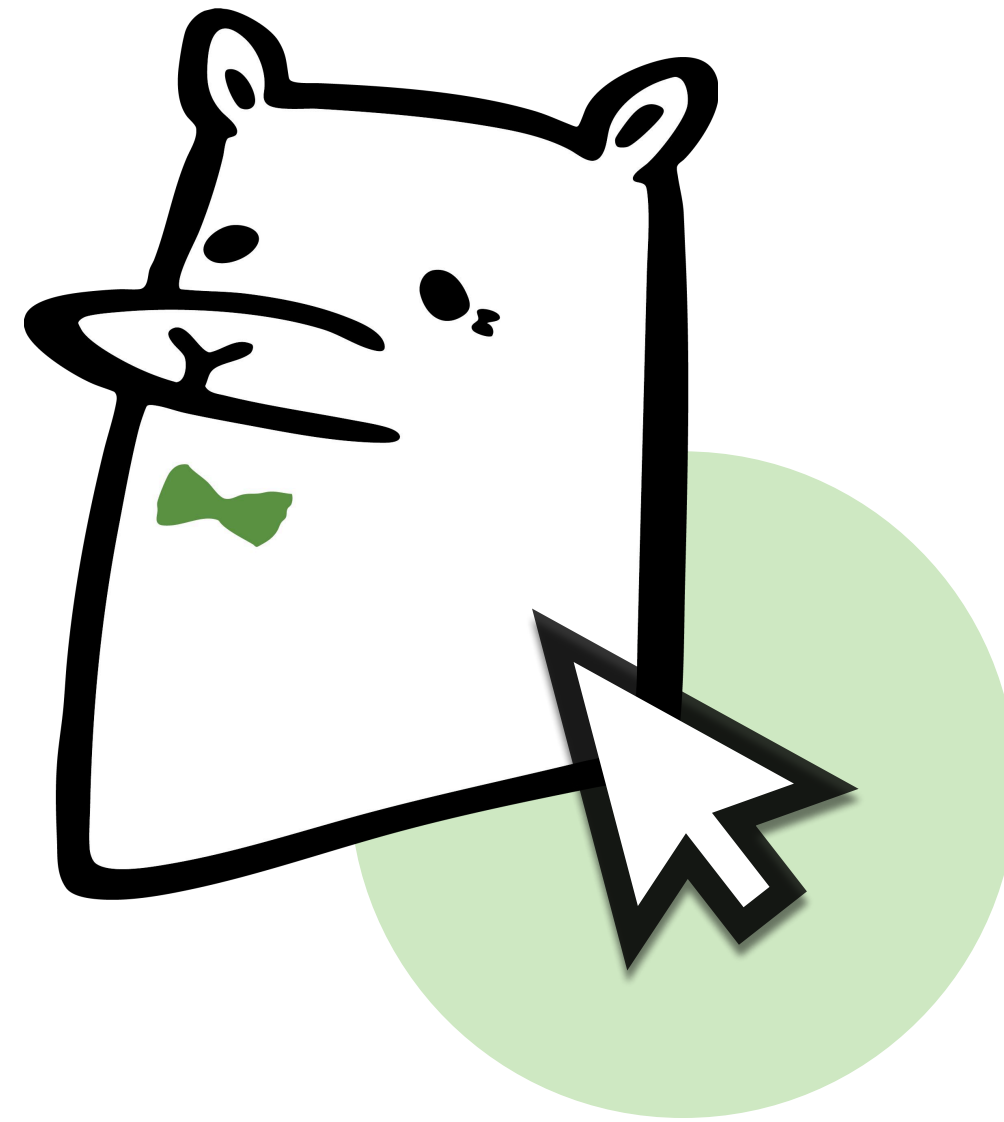
In the face of countless adversities, only one belief supported his desire to survive, and that was his family.



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