

Jocelyn Li

Graphic Designer

jocelyn-li.com

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Experience

THE WALT DISNEY COMPANY

Growth Marketing Design Intern

JAN 2025 - PRESENT

Creating visual assets for marketing campaigns to drive subscriber count for Disney+ and affiliated streaming platforms. Also taking on a variety of miscellaneous creative requests, including lifecycle email campaigns, module updates for the Disney+ Marketing Landing Page, and key art manipulation.

NEW YORK PUBLIC LIBRARY

Design and Exhibitions Page

OCT 2023 - MAY 2024

Assisted the NYPL Library for the Performing Arts' design and exhibitions team with in-house creative projects, including exhibition design support and shop requests.

PRATTLER

Creative Director

JAN 2023 - MAY 2024

Established graphic identity, managed artists in creation of visual media, and formatted print issues for Pratt Institute's leading student literary arts publication.

CLEAR CHANNEL OUTDOOR

Graphic Design Intern

MAY 2023 - AUG 2023

Assisted CCO's in-house design team with corporate creative requests, including programmatic mock-ups, holiday house ads, and marketing one-sheets.

PRATT CENTER FOR COMMUNITY DEVELOPMENT

Graphic Design Intern

JAN 2022 - DEC 2022

Created outreach material, social media graphics, and other design deliverables for sustainable community programs and grassroots partnerships in New York City.

Education

PRATT INSTITUTE, BROOKLYN

AUG 2020 - MAY 2024 | GPA: 3.99

B.F.A Communications Design
(Emphasis in Graphic Design)

History of Art Minor

Awards/Honors

AIGA NY: STUDENT WARM-UPS SELECTED SPEAKER

2023

Invited to speak as part of AIGA NY's Student Warm-Ups initiative following recommendations from faculty.

MARY BUCKLEY AND JOSEPH PARRIOTT ENDOWMENT

2021

Sole recipient of scholarship award for *Outstanding Portfolio in LCD* category.

Toolbox

Adobe Creative Suite (InDesign, XD, Illustrator, Photoshop, After Effects)

Figma

Basic HTML/CSS

Color Theory

Typography

Layout/Composition

Illustration

UI/UX (Prototyping, Wireframing, User Research, Lo-fi/Hi-fi)