

**Veronica Li**

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## **EDUCATION**

Parsons School of Design  
BFA in Communication Design,  
2021 - 2025

## **EXPERIENCE**

Rockbund Art Museum, Shanghai  
**Art Assistant Intern** 06/2018 - 08/2018  
Responsible for the design of media marketing campaigns and other external communications.

Rednote (Xiaohongshu), Shanghai  
**Art Assistant Intern** 07/2019 - 08/2019  
Responsible for the design of media marketing campaigns and other external communications.

The Union Trading Company, Shanghai  
**Freelance Designer** 08/2020 - 07/2021  
Designed the visual system for Remy Martin's 2020 East China Regional Competition.

EAU, Shanghai  
**Freelance Designer** 08/2020 - 07/2021  
Customized branding logos, menus, print & web materials and more.

Society, Shanghai  
**Freelance Designer** 08/2020 - 07/2021  
Contacting and designing guest cocktail menus and posters for events at famous bars and hotels in Shanghai (eg. Speak Low, Punch Room, 8 1/2 Otto e Mezzo, Edition, Shangri-La, etc.)

Buzz-China, Shanghai  
**Designer Intern** 08/2020 - 07/2021  
Assisted the lead designer in designing as well as art directing multi-media artwork for exhibition title walls, marketing, retail, signage and event visuals for clients such as Allergan, Danaher Corporation, and Roche Holding AG.

## **SKILLS & LANGUAGE**

Proficient with Adobe Creative Suite: InDesign, Illustrator, Photoshop;  
Microsoft Office: Word, Excel, Powerpoint; also HTML, CSS

English, Mandarin