



SUSANNA LI

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EXPERIENCE

Interbrand | Design Fellow

Sep 2022 - Dec 2022 | New York, NY

- Collaborated and designed a visual identity system for General Electric by pitching and exploring possible design systems, which contributed to the finalized designs.
- Developed 50+ designs including posters, billboards, merch, ad campaign, and websites with the team for GE.
- Conducted marketing research analysis for Yahoo and GE

WESTxEAST | Design Intern

Jun 2022 - Sep 2022 | New York, NY

- Redesigned company's full website
- Collaborated with multidisciplinary designers by actualizing direct apparel customization experience to design company's mobile app
- Rebranded company's visual identity with the Marketing Team and CEO
- Created 14+ pitch decks and assisted with social media designs

Peace Museum | Design Intern

Jun 2021 - August 2021 | New York, NY

- Initiated and led the rebranding project, redesigned the logo and the style guide
- Collaborated with Vice President of Design to design Colorado, New York and Vienna websites
- Designed banners, monthly article and Instagram posts

SVA Visual Opinion | Design Intern

Jan 2021 - May 2021 | New York, NY

- Participated in graduation book and poster design
- Collaborated with the designer team on 4 issues of magazine design
- Edited and organized artworks and information from contributors

Tiandao Education | Design and Ad Intern

Jun 2019 - Sep 2019 Shanghai, China

- Collaborated on designing student portfolio book, and merchandise
- Designed posters, flyers, subway displays

EDUCATION

School of Visual Arts

BFA Design

New York, NY | 2019 - 2023

- Silas H. Rhodes Merit Scholarship
- SVA BFA Design Spring Exhibition

SKILLS

Design

Design System
Visual Identity
Branding
Typography Design
Wireframing
Prototyping
Data visualization

Research

User Interview
User Persona
Journey Mapping
User Testing
Competitive Analysis
Brand Activation
Market Opportunity

Tools

Figma
Photoshop
Illustrator
InDesign
Adobe XD
Cinema 4D
After Effects
Miro

Language

Mandarin
English

