



AMY CHUNMEI LI

UX CREATIVE DIRECTOR

U X V I S U A L D E S I G N
U I W E B F L A S H P R I N T
T E L 5 6 2 8 8 2 1 0 0 1
M E I D E S I G N @ Y A H O O . C O M
W W W M E I D E S I G N . N E T

Experience

New Media Communication Manager (UX), AT&T Interactive, December 2008 — Present

- A world class User-Experience leader, and a visionary, able to do high-level conceptual thinking, and come up with clear visions and define new user experience goal for different experimental projects within RESEARCH & DEVELOPMENT, able to conceptualize, define and document user behavior research benefit to guide a cross-functional team within RESEARCH & DEVELOPMENT.
- Collaborate with technical leader, research scientist and PM, to establish project goals & success metrics for the project. Research and propose user-centered design framework for project discovery and planning phase.
- Direct the research, planning, and design activities necessary to craft user experiences that exceed our sponsor's goals, serve department research benefit, and stand out in the marketplace.
- A creative director to define Mobile and Web UX strategy, and evangelizing the global UX vision for ATTI RESEARCH & DEVELOPMENT. A hands-on UX designer to explore, conceive, and design the user experience across different platform. Design the UI architecture, interface, interaction flow and aesthetics of experimental mobile and web projects. A graphic designer to carry approved wireframes to highly craft and visual appearing creative design.

Art Director, Yahoo! Inc. September 2006 - December 2008

- Development and presentation of conceptual ideas; execution of final solutions. Familiarity with production processes and optimization techniques. An understanding of the design issues and objectives of a project, and an ability to come up with a design vision that is clean and user-friendly.
- Strong conceptual skills, a meticulous eye for detail and the ability to take responsibility for a project from inception to completion. A strong eye for typography and color combined with a clean, contemporary visual aesthetic.
- A team player, able to work with project managers, copywriters, other designers and web developers to get ideas produced in a deadline-oriented environment.
- Design of web pages, user interfaces, flash banners, flash tutorials, flash modules, newsletters, emails, and advertisements for Yahoo! Search Marketing, Yahoo! Small Business and Yahoo! Hot Jobs.

Web and Graphic Designer, University Medical Products, Inc. June 2005 - September 2006

- Managed external design firms on company web design projects as well as provided updated content.
- Developed effective advertisement for major websites such as Yahoo, Google, AOL, and national magazine such as ELLEGirl, CosmoGIRL!, Star, etc.
- Worked closely with Marketing, Merchandising and Costing Departments, to understand popular culture and to study Beauty and Skincare markets.
- Created visually appealing cosmetic packages that competed with national brands, paying close attention to structure, graphics, copy, layout, photography and illustration

Web and Graphic Designer, Aspen Medical Products, Inc. Oct. 2003 - May 2005

- Provided updated content for the company website. Collaborated with product designers and the Marketing Department in a teamwork-oriented environment. Designed logos, labels, packages, promotional materials, and product information kits for new and old products. Served as photographer for various product photo shoots.

Freelance Designer, Landor Associates San Francisco, Dec 2004 - Jan 2005

- An active team player on the Landor Frito-Lay team. Worked on various branding and package design projects for a broad range of Frito-Lay products.

New Media Designer, KCET. Hollywood, June 2004 - August 2004

- Maintained KCET web site weekly content. Performed video editing for the Tavis Smiley show. Assisted with "A place of our own" and "Finecut" web design projects. Designed poster and program guide for KCET Finecut Student film Festival Sneak Peek night.

Freelance Graphic Designer, Sargent & Berman Marketing & Design Group. June 2004 - August 2004

- Designed advertisements, brochures and toy packages, etc. Accounts included Princess Cruises and Bandai (Strawberry Shortcake and Teen Titans), etc.

Freelance Graphic Designer, Sony Music Entertainment, Inc. June 2003 - August 2003

- Assisted Art Directors in various website design and CD packaging design projects, included websites and albums of Jessica Simpson, Mandy Moore, Tenacious D, etc.

Graphic Designer, ARC Imports Inc. February 1998 - August 2003

- Designed company logo & stationery, website, catalogs and new product packaging; art directed product photo shoots.

Specialties

User experience design, mobile application design, branding and creative marketing strategy, web design, flash banners, flash tutorials, newsletters, email campaigns, advertising, direct mail, marketing collateral, logos, stationery, brochures, catalogs, packaging, Internet industry. Portfolio available on request.

Skills

Personal Skills: A multi-disciplinary creative director, an excellent designer and a problem solver. Passionate about combine design, technology and human factor to create state of the art products that impact our daily life. Excellent communication and interpersonal skills.

Computer Skills: Mac and PC platform. Mastery of all major design applications such as PhotoShop, Illustrator, Flash, InDesign, Dreamweaver, After Effects, Program language: HTML, CSS, ActionScript 3.0., PHP, MySQL.

Language Skills: English and Chinese bilingual.

Education

Advanced Web and Interactive Certificate Program, University of California Los Angeles. GPA 3.9

This program provides intensive master-level training for experienced designers. Coursework emphasizes immersive and engaging user experience, site optimization, and cutting-edge technology such as ActionScript 3.0, PHP, MySQL, SEO (Search Engine Optimization) etc.

Bachelor of Fine Arts with Honor, Major: Graphic Design, California State University, Long Beach. GPA 3.85

Interests and Activities

Community services, music, ethnic dance, Yoga, fine art, photography, movies, culture, travel, hiking, snowboarding, and other outdoor activities. Board of Directors, Humanity + organization. 2nd Vice President, Alpha Gamma Sigma community college honor society, Rio Hondo College

Honors

Have2P - "App of the week" New York Times. Also featured at Gizmoto

"Up Our Sleeve", the dublab covers project, Los Angeles, San Francisco, San Diego, New York, Tokyo. Belgium, Holland, Chicago. www.brandyflower.com/upoursleeve

"Design Speaks", "Conception", Design Exhibitions, The Pointe in the Pyramid, CSULB

"Insights", The Annual Student Exhibition, Merit Award Recipient, University Art Museum, CSULB

President's list, CSULB. Dean's list, Rio Hondo College. National Dean's list

Permanent membership, Alpha Gamma Sigma community college honor society & Phi Delta Kappa international honor society. University Honors Program, CSULB