



DAIMENG LI

Graphic + Motion Designer

daimengli.com

daimengdesign@gmail.com

EDUCATION

09.2024 – Present
Pasadena, CA
ArtCenter College of Design
Candidate for a Master of Fine Arts in Graphic Design
Specialization in Motion Graphics

09.2018 – 05.2022
New York, NY
School of Visual Arts
Bachelor of Fine Arts in Design

EXPERIENCE

05.2025 – 12.2025
Pasadena, CA
Teaching Assistant
ArtCenter College of Design

Assist Professor Carolina Trigo with Communication Design 3: Narrative and Scale. Support individual and group critiques on typographic compositions and the conceptual development of editorial projects, including multi-page documents, image sequences, and motion pieces. Help students refine their work with a focus on storytelling, and provide hands-on technical support in InDesign, Photoshop, and After Effects.

06.2022 – 01.2023
New York, NY
Graphic Design Intern
United Nations Development Programme (UNDP)

Under the Brand and Marketing team, designed reports and brochures such as the UNDP Gender Equality Strategy 2021 Annual Report, featuring data-driven infographics and icons that effectively conveyed team achievements and future aspirations to diverse audiences. Produced 2D motion graphics and PowerPoint decks to support communications, and animated the main video and GIFs for the UNDP Brand Portal homepage.

02.2022 – 06.2022
Shenzhen, China
(Remote)
Graphic and Motion Design Intern
NØNE STUDIO Design Consulting Agency

Created six motion graphics posters for the WeChat official account to support promotions. Designed and animated recruitment posters to attract top talent while following the company's visual system. Collaborated with designers and project managers to launch a new brand identity for Northwestern Polytechnical University in Xi'an, China.

11.2021 – 02.2022
Shenzhen, China
(Remote)
Motion Graphic Freelancer
China Merchants Securities Co. Ltd.

Designed a WeChat emoji pack of 30 character variations that expressed diverse moods and messages. Translated the character's personality into animated GIFs to strengthen the brand's emotional connection with audiences on social media.

2020 – 2021
New York, NY
Volunteer Pet Sitting and Fostering
Neighbourhood

Provided pet care for four dogs and two cats, including feeding, walking, and companionship.

SKILLS

Proficient in:

InDesign, Illustrator, After Effects, Glyphs, Acrobat, and Photoshop

Familiar with:

Figma, Procreate, Cinema 4D, Basecamp, ChatGPT, and MidJourney

Design Skills:

Editorial design, brand identity development, motion graphics, typography design, packaging design, and illustration

Languages:

English (fluent)
Mandarin (native)

RECOGNITION

Fall 2025

ArtCenter Student Gallery
Calflora (Brand identity)
Title sequence of *Hereditary*
(Motion design)

Summer 2025

ArtCenter Student Gallery
The Shopping Cart Self (Visual system and book design)
The Form of Me (3D motion design)

Spring 2023

Hong Kong Digital Art Design Competition
Second Prize
The Sounds of Silence (Book design)

Spring 2023

Hong Kong Digital Art Design Competition
Consolation Prize
Modern Bath Art (Motion design)
Rollercoaster (Typeface design)
Bloomood (Brand identity)

Spring 2021

School of Visual Arts BFA Advertising and Design Spring Show
Title sequence of *A Bite of China* (Motion)
Title sequence of *Hereditary* (Motion)