

Regan Li

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www.layered.llc

Sep 2021 — Present
Expected May 2025

EDUCATION

ArtCenter College of Design, Pasadena, California
Illustration BFA Degree

Feb 2025 - Current

EXPERIENCE

Brand Strategist, Imua Wear, CA
Research on current markets for business
Analyze and develop statements for positioning
Communicate and design visual identity system

Jan 2025 - Current

Founder, Layered, Pasadena CA
Provide branding strategy for businesses
Design visual identity system
Consult about business design directions

Jan 2024 - Apr 2024

Internship, Jack Rutberg Fine Art, Pasadena CA
Manage online and physical inventory
Communicate and direct customers
Design content for online presence

Jan 2023 - Dec 2023

Customer Service, ArtCenter Equipment Room, Pasadena CA
Checkout and help customers with professional equipment
Organize and maintain professional grade equipment
Communicate and solve problems for individual customers

ACHIEVEMENTS

ArtCenter Student Gallery
Honor Roll and Badge
Grade 12 Art Award
Certificate of Merit, Young Artist Portrait Competition

Always

SKILLS

Photoshop, Indesign, Sales, Brand Strategy