



YAHENG LI

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SAN JOSE, CA, UNITED STATES

SKILLS

Strong knowledge:

Illustrator, Figma, Photoshop, InDesign, Premiere Pro, XD, Design Research, Keynote, Lightroom, art direction, and Glyphs.

Familiar with:

Webflow, After Effects, Gravity Sketch, Substance Stager, book making and MadMapper.

RECOGNITION

ArtCenter Graduate Scholarship, 2022-2024

ArtCenter Portfolio Review Scholarship, 2023-2024

Hoffmitz Milken Center for Typography Gallery (HMCT)
09.2023-04.2024

Lithographix Gallery
05.2024-08.2024

Communication Arts Interactive Annual Winner 2024

Communication Arts Typography Annual Winner 2025

Graphis New Talent Gold Winner 2024

Young Ones ADC Shortlist 2024

DNA Paris Design Awards Winner 2024

UX Design Award New Talent Winner 2025

Young Ones Portfolio Winner 2025

Communication Arts Featured, 05.2024

Graphis Inc. Featured, 02.2025

EDUCATION

California College of the Arts

MASTER OF DESIGN (MDES) IN INTERACTION DESIGN
09.2025-EXPECTED 08.2026, SAN FRANCISCO, CA

ArtCenter College of Design

MASTER OF FINE ARTS IN GRAPHIC DESIGN
09.2022-04.2024, PASADENA, CA
09.2023, Designstorm Workshop sponsored by Google

Shandong University

BACHELOR OF FINE ARTS IN INDUSTRIAL DESIGN
09.2013-06.2017, JI'NAN, CHINA
02.2015-12.2015, Exchange at Yonsei University, Seoul, South Korea

EXPERIENCE

AKQA

DESIGN INTERN, 07.2024-09.2024, LOS ANGELES, CA

Participated in the design of merchandise and social media marketing promotion for the DJ, Zedd in the Park concert presented by Google Play in Los Angeles. Worked with the creative team to create branding and photography assets for the UGG FW24 and Converse SGA 24/25 branding design.

FullJet

SENIOR VISUAL DESIGNER, 03.2021-07.2022, SHANGHAI, CHINA

Led the eCommerce design and user experience design for clients including Messika, Gucci, and VCA. Completed a new visual identity system for the branding agency FullJet Management.

Publicis Groupe

SENIOR ART DIRECTOR, 08.2020-01.2021, SHANGHAI, CHINA

Worked with creative director to design digital assets for Apple eCommerce campaign, including digital posters, user interfaces and animations. Participated in the weekly report to the Apple China team for the Chinese New Year campaign.

ARK Design

VISUAL DESIGNER, 01.2019-12.2019, SHANGHAI, CHINA

Worked with founder on creating components, user interface and experiences, and led the design for icon systems and libraries, for apps including China Merchants Bank, the product reached over 80million users in 2019. Participated in design work for Air Jordan and report bimonthly to Nike China HQ.

KR Space

UI/UX DESIGNER, 02.2018-01.2019, SHANGHAI, CHINA

Took in charge of KR Space rebranding work including identity, design guidebook, office wayfinding. Collaborating with tech team for mobile application and website of KR Space updating and testing as UI/UX designer.