

# ZIJIAN LI

GRAPHIC DESIGNER  
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WWW.ZIJIANLI.COM

## OBJECTIVE

To obtain a position that uses my creative design skills to provide effective services for the clients' success.

## EXPERIENCE

Skechers, Shanghai

June 2016 - Present

Assistant Graphic Design Manager

Skechers is an American lifestyle and performance footwear company. I belongs to the National Marketing team, and responsible for all the in-store images. I manage an in-house graphic design team and work with several advertising agencies. I also give graphic design support to other departments in the company.

Columbia Sportswear, Shanghai

October 2015 - June 2016

Visual Merchandising Supervisor

Columbia Sportswear Company manufactures and distributes outerwear and sportswear. I work with the National Marketing team to adapt global and develop impactful & attractive window & in store VM display concept for the marketing campaigns from concept development to mock up. I also develop the VM guideline for retail and outlet store.

Jack Morton Worldwide, Shanghai

July 2015 - October 2015

Freelance Graphic Designer

Jack Morton is a global brand experience agency known for event and promotional marketing, digital, social, mobile and more. I work with both the Art Director and the clients, responsible for designing the visual content, including printing material and set up, to support the need of the event.

FILA USA, New York

March 2014 - March 2015

Graphic Designer

FILA is a sportswear manufacturing company. During my internship, I am working with the marketing team and responsible for designing catalog, e-blast, banner, and presentation.

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## PATTERN Production Design

Hong Kong, September 2007-January 2008

Production and design Assistant

Pattern Production services event production and window dressing in Hong Kong, Shanghai and Shenzhen. Tasked with graphic design and production installation, I learned the importance of teamwork and task planning. This experience also fostered my interest in graphic and visual communication design.

## EDUCATION

Academy of Art University, San Francisco, CA

2013 MFA, School of Graphic Design

Huaqiao University, China

2008 B.Eng Industrial Design, College of Mechanical Engineering and Automation

## SKILLS

Design Software: Adobe CS; Maxon Cinema4D; Rhinoceros

Business Software: Microsoft Office

Photography: DSLR camera and lighting

Language: Chinese, Taiwanese, English

## REFERENCES

Rui Tong, Digital Painter at Pixar Animation Studios Email: rui@pixar.com

Kelly Funke , Vice President of FILA USA Email: kfunke@fila.com