

# HI, MY NAME IS TIGRIS LI

Designing moments in time, my practice consists of building interactive + tactile experiences through physical & creative computing, and producing 3D animations in the digital sphere.

My work aims to stimulate people's emotions and activate their imagination to challenge established semiotics imposed by modern society.

**Portfolio:** <https://tigris.li>  
**Email:** [hello@tigris.li](mailto:hello@tigris.li)

## SKILLS:

Photoshop	████████████████████
Illustrator	██████████████████
InDesign	██████████████████
Premiere Pro	██████████████████
After Effect	██████████████████
Cinema 4D	██████████████████
Arduino	██████████████████

## EDUCATION:

### Graphic Communication Design

Bachelors of Art (Honours)  
Central Saint Martins (2018-2021)

### Design & Media Communications

Foundation Diploma in Arts & Design  
London College of Communication (2017-2018)

### Commerce Profile

Diploma of College Studies  
Marianopolis College (2015-2017)

- Wrote, directed, edited, and created 3D animations for my Youtube Channel
- Accumulating over 1 million total views & 40,000 subscribers (during active years)
- Broadcasted & hosted a 24 hr livestream for charity, raising over \$1700 USD for the Cancer Research Institute

**Youtuber & Content Creator**  
at [youtube.com/TiggyLi](https://www.youtube.com/TiggyLi)  
**2012 – 2016 (JUN. – AUG.)**

- Create new visuals in-line with the rebranding & identify of PSP (launched June 2018)
- Develop line of templates for social media (i.e. static visuals and motion design)
- Design pictograms for universal use across all departments

**Branding & Identity Design Intern**  
at PSP Investments  
**2017 & 2018 (MAY – SEPT.)**

- Taking photographs and retouching images to build library of stock photos
- Support the ongoing needs of PSP's various departments with internal & external projects

**2016 (MAY – AUG)**

**Photoshop Retoucher** – Contract  
at Laura Canada

- Enhancing e-Commerce photography, correcting resolution and composition
- Ensuring colour consistency between image and physical product
- Retouching fabric & skin textures, and colour tones
- Perform quality assurance on all images, checking the site for inaccuracies.

**2018 (AUG – PRESENT)**

**Freelance Graphic & Packaging Designer**  
at Cannara Biotech Inc.

- Conceptualize and design product packagings for various brand lines
- Design investor decks, social media content, and other visuals as needed

**2019 (JUNE – SEPT.)**

**Design Innovation & Creative Strategy Intern**  
at Idea East

- Design and storyboard 3D animations, illustrations, campaigns, etc. for clients and in-house.
- Aid in client meetings & branding workshops to assess their tone of voice and positioning.
- Create detailed reports and client's brand identity, target customers, etc.

## LANGUAGES:



## ACHIEVEMENTS & AWARDS:

### Adobe Design Achievement Awards – Semi-finalist (May 2018)

Shortlisted as an official semi-finalist in the category of "Social Impact - Photography / Print / Illustration / Graphic with my project titled "The Hieroglyphic Amalgamation of Chinese and English."

### Taiwan International Student Design Competition – Finalist (Oct. 2018)

Selected as one of the 371 finalists with 20,833 entries in the category of Visual Design.

### The Dean's List – Marianopolis College (2017)

Recognition of academic excellence to students achieving an overall average of at least 85%, based on a normal course load in the student's academic program with no failing grades for the term.