

DEREK LI

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EDUCATION

- ◆ **Syracuse University**
S.I. Newhouse School of Public Communications
B.S. Graphics, May 2009

EXPERIENCE

- Apr. '10
to present ◆ **Allegheny College**
GRAPHIC DESIGNER (MEADVILLE, PA)
Independently created print and web collateral for several clients across campus
Proofed and refined pieces for copy and aesthetics with department leadership
Personally developed concepts with campus clients and designed new projects or overhauls based on the specific needs of department
Collaborated with production manager on arranging print bids, finishing and delivery of final product
Shot photography and video for events, from planning through to editing and processing
- Oct. '09
to Dec. '09 ◆ **Blue Apple Design**
DESIGN INTERN (WINDSOR, ON)
Designed and refined Windsor Social Magazine
Contacted clients and took ad requests from conception to execution
- Summer '08 ◆ **fuse/ideas Marketing**
DESIGN INTERN (BOSTON, MA)
Developed and assisted on pitches for client presentations
Assisted the art director with the creation and refinement of ads
- Nov. '07
to Aug. '09 ◆ **The Onondagan Yearbook**
DESIGN EDITOR (SYRACUSE, NY)
Designed graphic standard and layouts of over 300 pages
Coordinated with photography editor to ensure key events are captured and consistent with the visual identity of the book
Worked with editorial staff to create a promotional plan to sell and create awareness of the book
Managed a staff of 4-6 students for illustration and design
- Summer '07 ◆ **The Copy Centers**
DESIGNER/COPY & PRINT SERVICE (SYRACUSE, NY)
Designed logos, menus, signs and stationery
Facilitated small and large scale print production on laser

SKILLS/PROFICIENCIES

Adobe InDesign, Photoshop, Illustrator, AfterEffects
Microsoft Word, Excel, Powerpoint
Fluent in Mandarin Chinese, some French
Proficient with PC and Mac
Advanced computer troubleshooting