

Xiaofang Maggie Li

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Cell: +86-15668689636 (China)

Work Experience

Feb 2010 – Present

Instructor - Dalian University of Technology School of Software

Department of Digital Media and Technology

Aug 2005– Present

Art Director - BiBoBox Studio, Los Angeles, California

Work closely with the chief creative officer, copywriter, account director, interactive developer and be polished in client presentations and meetings. Primary responsibilities include art direction, concepts, graphic design, layout development, board preparation, pre-production and press checks

Apr 2008 – Jan 2010

Chief Representative for China – Academy of Art University, San Francisco, CA

Responsible for networking and building relationships with prospective students and companies in the Art and Design communities in China and Hong Kong. Manage Agencies and Vendors. Implement effective strategy for China Market.

June 2005– March 2008

Creative Art Director - Phoenix Satellite Television (U.S.) Inc, Irwindale, California

Responsible for providing tactical design leadership to the T-Works project, drive and maintain direction and quality of all visual execution across the site and lead a team of designers. Working closely with clients to fulfill retouching needs.

October 2003 – June 2005

Freelance 3D Artist - National Geographic Society, Washington D.C.

Work under the direction of art directors, creates still and animated graphic images for National Geographic Magazine. Working under tight deadlines, work well under pressure and prioritize multiple projects. Follow creative direction established by the Creative Director and develop new design concepts to execute strategic, elegant and technically-sound design solutions. Lighting for environments and characters. Dealing with extremely heavy scenes. Using various Techniques for optimizing render times. Troubleshoot CG technical problems of rendering. Compositing of rendered images using Shake to complete Final Composites.

Oct 2003 – Feb 2004

Directed Study - Pixar Studio, Emeryville, California

Work closely with the Technical Director on school final projects and thesis, including creative ideas, 2D and 3D designs, interface, and animation. Texturing and Shading on environments, adjusted materials of characters. 3D Lighting and Rendering. Troubleshoot CG technical problems

May 2001 - Oct 2003

Creative Designer - *B&G Publishing Inc, Orange County, California*

Responsible for advertising design and publishing. Work with Production Designer & art team to help determine elements that require specific graphic treatment. Utilizing both still and motion graphics, conceptualize, design and implement graphic elements consistent with the style and quality. Provide art, design and graphic artistry to related projects.

June 1999 - May 2001

Contract Graphic Artist - *Sun Microsystems, San Jose, California*

Work with feature art departments to transfer original domestic source elements for re-use within the international feature delivery pipeline. Assist Graphic lead with maintenance of the living archive of logos, titles, and other elements as used in the features (domestic and international versions) and corresponding reference files.

Education

2001 – 2004

Master of Fine Arts

Academy of Art University
School of Computer Animation and Visual Effects
2003 Spring Show Candidate

1999 - 2001

Bachelor of Graphic Design and Multimedia

Platt College, Newport Beach, California
Outstanding Achievement Award

Skill & Packages

Experiences with use of Word, Excel, Access, PowerPoint,
Creative Package: Maya, Shake, Aftereffect, Premiere, Matchmover, Paint 3D, Flash, Photoshop, Illustrator, Indesign, Dreamweaver.

Communication

Ability to organize workload and workflow. Communicate efficiently with supervisor, team members and management.

Excellent interpersonal and communication skills in both English and Chinese.