

FANGQI LI

ART DIRECTOR 李方琪

Advertising

CONTACT

fangqili.site

(812) 272-9288

lifangqi72@gmail.com

SKILLS

- Art Direction
- Copy Writing
 - Chinese Mandarin /
 - English
- Creative Strategy
- Graphic Design
- Motion Graphic
- Video Story Telling
- Video Editing
- Interreactive Advertising
- Experiential Events

SOFTWARES



LANGUAGES

Mandarin Chinese

English

Japanese (elementary)

AWARDS

2019.5

Gold Pencil | The One Show (Young Ones)

HP - STUDIO Z



2019.2

Silver | Greater SF Ad Club

IMPERFECT PRODUCE - EAT FUGLY



2018 & 2019

AAU Spring Show

Finalist

EXPERIENCE

2017

IUB Major & Minor

- Graduated from Indiana University Blooming with both a major and a minor degree. GPA 3.93 in advertising classes.

2016

Design Intern | Xinfeiyang

- Summer internship in a creative workshop in China. Helped with business branding design including logo design.

2013-2014

Intership in China Travel Channel | 旅游卫视

- Worked as an assistant editor for a year. Had experience writing contents and assisting operating live programs.

EDUCATION

Academy of Art University

MA, Advertising and Branded Media, September 2017 – May 2019

Indiana University Bloomington

BLS, Liberal Studies & Advertising, September 2012 – May 2017

The Affiliated High School of Shanxi University | 山西大学附中

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广告传媒 · 视觉设计

联系方式

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主要能力

- 广告美术设计
- 文案 (中 | 英)
- 广告创意策略
 - 目标客户 | 市场分析
- 平面设计
- 动态影像设计
 - (Motion Graphic)
- 视频拍摄 | 剪辑
- 互动传媒 | 线下体验

软件运用



语言

中文 | 普通话

English

日本語 (初级)

获得奖项

2019.5

Gold Pencil 金铅笔 | The One Show (Young Ones)

HP - STUDIO Z



2019.2

Silver 银奖 | Greater SF Ad Club

IMPERFECT PRODUCE - EAT FUGLY



2018 & 2019

AAU Spring Show

Finalist 优胜作品提名

个人经历

2017

IUB Major & Minor

- 在印第安纳大学 (伯明顿) 完成了本科的学习, 获得了人文科学与艺术的主修学位, 以及广告学的辅修学位, 并且完成了一些数字传媒专业的课程。

2016

暑期实习 | 心飞扬广告公司

- 暑期实习经历。参与品牌视觉设计, 包括logo设计。

2013-2014

实习经历 | 旅游卫视

- 在旅游卫视《看今天》节目资讯组担任助理编辑, 参与了节目文案编写, PPT视频短片制作, 以及担任过卫视春节晚会导播助理。

EDUCATION

旧金山艺术大学

MA, 广告与品牌传媒 | 视觉艺术 2017.9 - 2019.5

印第安纳大学伯明顿

BLS, 主修专业: 人文科学与艺术 | 辅修专业: 广告与文案
2012.9 - 2017.5

山西大学附中