

# HI, MY NAME IS TIGRIS LI

Designing moments in time, my practice explores the interplay between humans and technology to foster emotional intelligence through physical and creative computing, and producing surreal anecdotes in 3D animated works.

I'm particularly interested in positioning technology as a tool that we co-create with to achieve new narratives in how we navigate the world, create meaningful relationships, and use it as a medium to shape culture & society.

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

## SOCIALS:

**LinkedIn:** [/in/tigrisli](https://www.linkedin.com/in/tigrisli)  
**TikTok:** [@tigrisli](https://www.tiktok.com/@tigrisli)  
**Instagram:** [@tigrisli](https://www.instagram.com/tigrisli)

## EDUCATION:

**Graphic Communication Design**  
 2018-2021  
 Bachelors of Art (Honours)  
 Central Saint Martins

**Design & Media Communications**  
 2017-2018  
 Foundation Diploma in Arts & Design  
 London College of Communication

**Commerce Profile**  
 2015-2017  
 Diploma of College Studies  
 Marianopolis College

- 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  
**2012 – 2016 (JUN. – AUG.)**

**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.

- 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.)**

**2018-2020 (AUG – SEPT.)**

**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

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

**2019 (JUNE – SEPT.)**

**Design Innovation & Creative Strategy Intern**  
 at Outfly

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

- Selected as 1 of 12 creatives to be a community creator for Christopher Kane's More Joy Summer 2020 campaign.
- Designed and created 3D animations for 3 of their products – face masks, a cap, and a beach towel.

**More Joy S20 Campaign**  
 Freelance  
**2020 (AUGUST)**

**2021 (FEBRUARY)**

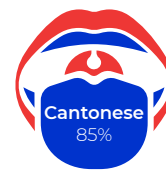
**Selfridges x More Joy**  
 Freelance

- To mark the launch of More Joy by Christopher Kane, both online and in-store at Selfridges, I was asked to produce two 3D animations for their website and socials depicting what 'More Joy' means to me and the joy I aim to give other this year.

- I was asked to create a video and project to highlight interaction and love at a distance to promote their TikTok. Using IoT, I made a messaging system encased in The Beatles' Yellow Submarine for my partner via Arduino's IoT Cloud. The video has accumulated over 750k views.
- Marking the launch of Arduino's Nano RP2040 Connect board, I was given an open brief to create a project for their socials. Using Transport for London's public API, I created an IoT project that uses Siri to voice control different train stations to show their latest departure times.

**Arduino Collaboration**  
**2021 (FEB. & JUNE)**

## LANGUAGES:



## SKILLS:



## ACHIEVEMENTS & AWARDS:

**Samsung Home of Innovation – Live Brief Winner (2020)**

The live brief invited students to create a short moving image sequence that responds to, or is inspired by How are homes being transformed? How will they transform in the future? My piece, 'Welcome Home – VR Speculative Future Living'

**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 Intl. Student Design Competition – Finalist (Oct. 2018)**

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

**TikTok – @tigrisli**

Started in October 2020, I've grown a community of over 34.6k queer and young teens. As a queer person myself, I upload videos of my projects on creative & physical computing. I'm currently working with Arduino to produce open resources for teens to learn creative computing and explore electronic engineering to empower the next generation of innovators.