



# James Li

Designer and Branding manager

📍 London, UK

🟢 James is **Available to work**

[Portfolio link](#)

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## Links

[🌐 Website](#) [🌐 LinkedIn](#)

## Work Preference

Location: Open to relocate

Pattern: Open to Full time or Part time work

Employment: Freelance Assignments, Hourly Consulting, Permanent Positions

## Skills

Branding & Identity (Advanced)

Brand Design (Advanced)

Art Direction (Intermediate)

Graphic Design (Advanced)

Design Management (Intermediate)

Branding & Identity Marketing (Intermedi...

## Languages

English (Work Proficiency)

Japanese (Basic)

Chinese (Native)

## About

Graphic Designer and an experienced Branding Manager / Creative Director. Focus on the new trend in pop culture, music and fashion industry for years.

### BRANDS WORKED WITH

GOODSTUFF DESIGN

Playgroundz Festival

TMG art center

Wepin Digital Marketing

## Experience

### ● Design Manager

GOODSTUFF DESIGN | Feb 2021 - Now

" Culture over Design " Goodstuff is a design studio focused on cultural visual communication. We provide branding, visual identities, packaging, and website design in the music and fashion culture industry. In response to the fast-changing creative industry, Goodstuff thinks it is necessary to focus on our shared ethos: CULTURE OVER DESIGN.

### ● Creative Director

Playgroundz Festival | Nov 2018 - Nov 2019

Responsible for brand visual identity social media and marketing content design

### ● Brand Manager

TMG art center | Nov 2016 - Oct 2018

Responsible for branding content, including branding, design, copywriting, and social media management.

### ● Graphic Designer

Wepin Digital Marketing | Mar 2014 - Aug 2016

Creative direction and graphic design works in digital marketing service company. Clients including real estate companies The Mixc(China Resources , CRC ) , Hongkong Land etc.