

Xinping Li

Graphic Designer & Illustrator

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📍 San Leandro, CA

Profile

Graphic Designer and Illustrator with expertise in editorial illustration, licensed products, social media design, and branding. Represented by IllustrationX, with a strong track record of award-winning work for international clients across publishing, consumer goods, and digital platforms. Skilled at translating creative briefs into polished, production-ready assets for print and digital.

Experience

Freelance Illustrator - (represented by IllustrationX)

2024 - Present

- Create editorial and commercial illustrations for international clients across publishing, branding, and licensing.
- Developed original illustrations for ice cream packaging design for a national supermarket retailer, contributing to a consumer product released on shelves.
- Collaborate with art directors through agency-led briefs and revision cycles, delivering work on tight deadlines.

Selected clients:

American Theater Communications Group, Trader Joe's Greeting Cards (commissioned via Design House Greetings, Inc.), White Light Media, Heterodox Academy, Rotary International, Dotdash Meredith (People Inc.), Huawei AppGallery (commissioned via Shanghai Yi Lu Zhui Xun Art & Design)

Graphic Design Contractor - Skimble, Inc.

2022 - 2026

- Designed social media assets and marketing graphics for a fitness app, maintaining visual consistency across campaigns and product launches.
- Produce branded promotional materials and digital marketing content aligned with brand guidelines.
- Translate project requirements into effective visual solutions for web and mobile platforms.

Freelance Graphic Designer

2020 - 2023

- Designed custom book layouts, website redesigns, logo refinements, and company profile booklets for diverse clients.
- Delivered production-ready files optimized for both web and print distribution.

Design Assistant - East West Art Studio

2020 - 2021

- Developed 3D models and floor plans using CAD and SketchUp to support public art installation proposals.

Awards

- 2026 – Communication Arts Illustration (Shortlisted)
- 2025 – iJungle Illustration Awards (Editorial Merit Award)
- 2025 – Creative Quarterly 80 Professional Illustration Section (Runner-Up)
- 2025 – The Social Art Award (Top 100 Artists)
- 2023 – The Northern Illustration Prize Emerging Illustrator Category (Shortlisted)
- 2021 – HONOR Talents Global Design Contest (Best Wallpaper Design Award)

Skills

- **Illustration:** Editorial, Conceptual, Narrative Storytelling, Digital Painting
- **Graphic Design:** Social Media, Layout, Branding, Typography, Color Theory, Print & Digital Production
- **Tools:** Adobe Photoshop, Illustrator, InDesign, Lightroom, Procreate, Figma

Education

Bachelor of Science in Visual Communication Design

San Francisco State University, San Francisco, CA

2019

Bilingual Languages

- English
- Chinese (Cantonese and Mandarin)