

SHUYUE LI

Graphic Designer

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Shuyue Li (李纾悦) is a Milan-based Chinese designer with six years of experience in the FMCG industry and a solid understanding of UN-funded projects. She has a background in visual communication design, digital media design, and food design. Shuyue specializes in brand strategy, brand identity, illustration, and information design.

LANGUAGES

Chinese (Native)

English (Fluent)

Italian (Basic)

Korean (Basic)

SKILLS

Software

Adobe Creative Suite, Final Cut Pro, Cinema 4D, Arduino

Design

Brand strategy, visual identity design, illustration, editorial design, data visualization, information design, 3D modeling

EXPERIENCE

Graphic Designer 2022.1 – Present

Robilant Associati | Milan, Italy

- Created and developed brand strategy, brand visual identity design in FMCG industry

(Clients: Diageo, JTI, Winebow, Campari, Aperol, Heineken, Delicieux, Casals)

Consultant 2021.1 – 2023.12

United Nations Economic Commission for Europe (UNECE)

- Supported multilateral dialogue, information design, data visualization and developed communication strategies for projects on carbon neutrality in Sustainable Energy Division
- Led information design for policy briefs and publications as part of UNECE Carbon Neutrality Toolkit, resulting in over 760 news articles and a potential outreach of 1.1 billion in 2022
- Provided advisory services and visual communication design services for publications and communication materials for UNECE/FAO Forestry and Timber Section on urban forestry, sustainable management of forests, and forests in a circular economy

Graphic Designer 2021.2 – 2021.6

Not Your Type | Shanghai, China

- Created site-specific installations and wall art
- Supported graphic design and illustration for branding projects in F&B sector (Clients: Timeout Shanghai, Lotus Biscoff)

Graphic Designer 2019.11 – 2020.6

PEPSICO Design and Innovation | Shanghai, China

- Developed design strategy, package design and brand campaign for Lay's and Quaker products in the APEC region
- Participated in digital content creation, co-creation, and innovation projects for brands within PEPSICO's portfolio in D3 Lab in PEPSICO Asia R&D Center

Graphic Designer 2019.7 – 2019.8

AS WE Design | Tel Aviv, Israel

- Participated in brand strategy, visual identity design and UI/UX design for local and international clients.

(Clients: Goethe Institut, Samsung Israel R&D Center)

EDUCATION

Libera Università di Lingue e Comunicazione IULM | Milan, Italy 2021.5 - 2022.5

Scuola Politecnica di Design SPD | Milan, Italy

Master of Food Design and Innovation

2015.9 - 2020.7

Tongji University | Shanghai, China

College of Design and Innovation

Bachelor of Fine Arts, Visual Communication Design

2014.9 - 2015.7

College of Art and Media

Animation