

# Wenbo Li

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Hong Kong SAR, China

## EDUCATION

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**The Chinese University of Hong Kong**  
*Master of management*

**Hong Kong SAR, China**  
*Expected Jun 2025*

**Johns Hopkins University Carey Business School**  
*Master of Marketing Analytics*

**Baltimore, MD**  
*Sep 2023-July 2024*

- **GPA:** 3.6 / 4.0
- **Major Coursework:** Social Media Analytics, Advanced Behavioral Marketing, Data Analytics, and etc.

**Art Center College of Design**  
*Bachelor of Science*

**Pasadena, CA**  
*Jan 2019-April 2023*

- **GPA:** 3.4 / 4.0
- **Major Coursework:** Researching, Visual Communication, Creative Strategy, Digital Design (Zbrush, Gravity Sketch, Adobe)

## INTERNSHIP EXPERIENCE

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**ART CENTER COLLEGE OF DESIGN**  
*Teaching Assistant in 3D Modeling*

**Pasadena, CA**  
*2022-2023*

- Facilitate the progressive learning of creative design into 3D modeling and manufacturing process
- Liaised between the professor and students' academic problem

**SHANGHAI ART-DESIGNING CO., LTD.**  
*Intern, Marketing Communication Department*

**Shanghai, China**  
*Jan 2021- Jun 2021*

- Provide assistance in curation & operational management for retail exhibit
- Developed digital model to showcase retail products-exterior design
- Assistant with visual branding and messaging

**THE PEOPLE'S BANK OF CHINA**  
*Intern, Department of Public Information*

**Shanghai, China**  
*2021*

- Created a digital material library in partnership with graphic design team
- Retrieved, extracted, and summarized news and reports released by foreign media
- Participated in the planning and execution of promoting financial knowledge for public users

## PROJECTS

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**Storytelling in Design**

*2022*

- Created a 6-word story to redefine the brands, sports, and athletes.
- Designed, materialized, formulated, and developed new products, softgoods and footwear.

**Nike Bespoke Program**

*2021*

- Made unique sneakers related to personal stories which worthy of an iconic collection.
- Delivered product presentation at the Shanghai Nike "House of Innovation" event.
- Manufactured and produced real sneakers.

**Interaction Design for improving user experience**

*2020*

- Studied how to make a product best sell in front of the customers.
- Used Gamification to educate users for positive experience and interaction.

## SKILLS & INTERESTS

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**Languages:** Putonghua/Mandarin(Native), English (Fluent), GRE 336

**Technical Skills:** Adobe (Illustrator, Photoshop, Painter, Sampler), Zbrush, Gravity Sketch, Houdini, Keyshot, Procreate, Microsoft Office

**Design:** Business Design, Creative Design, Design Strategy, Digital Design, Storytelling, Visual Communication

**Interests:** Basketball, Formula 1, Pokémon, Travel