

# Eric Li

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## Skills

**Design:** Illustrator, Photoshop, InDesign, Design Research & Synthesis, Sketch & Framer, Rhino / Grasshopper, Processing

**Tools:** Machine Learning, Web Dev (Node, Flask, LAMP), Data Visualization (D3, Paper), Arduino

**Programming:** JS, Python, C, PHP, HTML / (S)CSS, Java, Go, Mathematica, Max/MSP

## Projects

### In Transition

R&D of a [motorized bench](#) that explores evolutionary design through spatial positioning using machine learning and hardware sensors.

### Incognito Mode

[Installation](#) with receipt printer and digital interface that explores how freely we give up our private information in the digital age.

### vis

Rebranding for the Visual Arts Program at Princeton with a new logo, and design & development of a new custom WordPress [website](#).

### CalPal

An iOS [application](#) that uses computer vision and optical character recognition to create calendar events from posters. *Top 10, PennApps 2016.*

## Leadership

### Princeton Visual Arts Program

*Organizer :: Spring 2016 - Present*  
Curated and organized several group shows including *House of VIS* and the *VIS Junior Show*. Produced posters & exhibition guides for these shows.

### Design Summer

*Founder :: Summer 2015*  
Started a community of 800+ interns; organized events with Airbnb, Facebook, IDEO, Google.

### Princeton University Letterpress

*Founder :: Fall 2014 - Spring 2016*  
Founded a letterpress typesetting club and fundraised \$12,000.

## About

A multidisciplinary software engineer and designer interested in the development of novel tools and software at the intersection of graphic design and computer science, and how they reshape and provoke our thinking about digital and analog interfaces.

## Education

### Princeton University

*Class of 2018 :: 3.82 GPA, Tau Beta Pi*  
B.S.E. Computer Science, Visual Arts Minor

Thesis: *The Content Management System*, advised by Axel Kilian  
Junior Research: [Designing Time: Novel Watch Faces for the Apple Watch](#), advised by David Reinfurt

CS Coursework: Distributed Systems, Computer Graphics, Theory of Algorithms, Computer & Electronic Music, Machine Learning & AI, Reasoning about Computation, Probability & Stochastic Systems, Algorithms & Data Structures

Design Coursework: Art as Research, Embodied Computation in Architecture, Advanced Graphic Design, Visual Form, Typography

## Experience

### O-R-G / Dexter Sinister

*Studio Intern :: September 2017 – Present*  
Graphic design and development [work](#) for ICA London. Contributions to [Open-Records-Generator](#), a lightweight CMS written in PHP.

### IDEO

*Software Design Intern :: Summer 2017*  
Design research and synthesis for novel mobility solutions at Ford's [Greenfield Labs](#). Prototyping and interaction design of a new iOS application for a healthcare client using Sketch and Framer.

### Google Design

*Design and Software Engineering Intern :: Summer 2016*  
Design, prototyping, and software engineering of the [SPAN 2016](#) website in JS, Liquid, & SCSS. Contributions to [Material Design libraries](#) in Swift and Angular. Design of a [random number generator](#) Google Search onebox in Sketch.

### LUST

*Studio Intern :: November 2015 – April 2016*  
Data visualization prototypes for the [TREsPASS](#) cyber security project using D3 and React. Graphic design, generative identity for the [Museum of the Future](#). Design and programming of [The Modular Body](#) media narrative website (Golden Kalf recipient). Design and programming of [The Bigger Picture](#) data visualization and photography website.

Publication: [From A to Z: Developing a Visual Vocabulary for Information Security Threat Visualisation](#), Graphical Models on Security 2016.

### Google Research

*Software Engineering Intern :: Summer 2015*  
Created a data processing pipeline of dictionary words using BigTable & MapReduce, and trained a Google Brain deep learning model that determines whether word pairs are synonyms or antonyms. Used in Google Play [review highlights](#).