

MING “XAVIER” LI

I am a seasoned creative professional with extensive experience in art direction and branding, proficient in various design tools. As an empathetic leader, I've fostered innovative teams and developed strategic content for top brands like Amazon, lululemon, Capital One, Diageo, Snap and more. I'm passionate about driving impactful creative strategies and staying ahead of industry trends.

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EXPERIENCE

09/2022–
Present

Los
Angeles

Optimist Inc. | Associate Creative Director

- Lead creative content and experiential activations for brands like lululemon, Amazon, Thursday Night Football, One Finance, Bayer, and PepsiCo, ensuring it aligns with their objectives and fosters an inclusive environment.
- Ensure high-quality, effective communication. Collaborating with cross-functional and international teams.
- Lead visual design for various campaigns, bringing concepts to life and developing compelling identities.

10/2021–
09/2022

Los
Angeles

1000Heads | Associate Creative Director

- Developed integrated campaigns and product launches for Snap, working closely with various business units to create and oversee visual identity designs.
- Led a team of creative professionals and ensured strategic and creative excellence while advocating for diversity, equity, and inclusion to accurately represent Snap's values and communities.
- Built and maintained strong client relationships, providing essential brand guidance and adjustments

06/2017–
2022

Los
Angeles,
New York,
San
Francisco

Freelance | Creative Consultant

- Provide art and creative direction for campaigns, social/digital content, and RFPs across a spectrum of sectors including advertising, music/entertainment, and nonprofits.
- Meet diverse strategic and creative needs, ensure a strong creative vision throughout all campaigns for a diverse clientele, including notable names like Warner Music Group, Atlantic Records, M&C Saatchi, Rocnation, and The Phluid Project.

03/2020–
10/2021

New York

Taylor Strategy | Senior Art Director

- Led cross-functional teams, including copywriters, creative directors, and SVPs, to develop pitch-winning, insights-based campaigns for clients like Samsung, Capital One, and Diageo.
- Motivated a team of designers and production professionals to deliver exceptional work.
- Facilitated both remote and in-person photo and video productions.

06/2017–
03/2020

New York

Berlin Cameron (Part of WPP) | Art Director

- Closely collaborated with copywriters, creative directors, and senior leadership to create impactful 360 ad campaigns and activations for a diverse range of clients, including Capital One, Jaunt, and Hulu.
- Led branding projects for startups, established visual principles and supervised junior designers and interns, particularly on luxury, beauty, and fashion retail projects.

10/2016–
06/2017

New York

Baker Street Advertising | Art Director |

- Conceptualized and executed shareable, interactive social campaigns for automobile and sports clients.
- teamed up with senior copywriters to create integrated campaigns for new business opportunities.
- Demonstrated my proficiency in the latest digital trends and best practices, ensuring engaging and effective online strategies.

11/2013–
08/2014

Beijing

GROUPE Flo, Asia | Design Manager

- Led the branding and advertising campaigns for the Café FLO program in the Asia market, showcasing strong leadership and strategic thinking.
- Partnered with the marketing manager, planned and executed integrated campaigns
- Art-directed photoshoots, and established visual systems and principles, ensuring a cohesive and impactful presence in a diverse market.

12/2011–
11/2013

Beijing

i-Zone, Apple Premium Reseller | Marketer

- Collaborated with the Apple Marcom team to manage compliance and visual merchandising programs for over 30 Apple reseller stores.
- Art-directed and executed multi-tier marketing activations and advertising campaigns from start to finish, demonstrating a strong understanding of brand objectives and business needs, ensuring each campaign effectively met its goals.

EDUCATION

2014–
2017

San
Francisco

Master of Fine Art in Advertising, Art Direction

Academy of Art University

2008–
2012

Beijing

Bachelor of Arts in Advertising, Design and Planning

Beijing Union University

SKILLS

Creative Leadership

Proven expertise in creative and art direction, leading projects from concept to completion with a keen eye for brand design and storytelling.

Team Management

Experienced in mentoring and managing diverse creative teams, including designers, writers, and creators, fostering an inclusive and judgement-free work environment.

Client Relationships

Proficient in building strong client relationships, understanding brand objectives, and presenting creative visions effectively.

Adaptability and Innovation

Flexible and innovative thinker with a passion for design, marketing, and staying ahead of digital best practices.

Strategic Development

Strong ability in developing insights-based content and translating complex client needs into compelling creative strategies.

Cross-functional Collaboration

Adept at collaborating with inter-agency departments and teams to create content that meets strategic criteria and delivers measurable business results.

Industry Knowledge

Up-to-date with the latest platform, industry, and creative trends, with proficiency in Photoshop, Illustrator, InDesign, After Effects, Premiere, and other design tools.

Effective Communicator

Skilled in articulating creative visions and strategies to clients and teams, ensuring clarity, engagement, and alignment with business objectives.