

Austin Li.

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Los Angeles, CA

Brand and creative marketing for live experiences — performing arts venues, stadiums, restaurants, and convention spaces. Designer by training, operator by habit: I build the program, design the work, and run the numbers that shape the next one.

WORK EXPERIENCE

Aug 2025 – Present

Los Angeles, CA

Sodexo Live!

Marketing Coordinator

- Built the operating protocol for a show-tied specialty cocktail program the client wanted and the previous F&B operator had no bandwidth to run — ideation with operations, confirmation through sourcing, sign-off from the client and resident partners — then designed the graphics and ran pre-promotion across client channels.
- Scaled it to 20 event-tied launches and \$120K+ in incremental beverage revenue inside the first year, closing each run with a performance review that shaped the next menu.
- Managed new-restaurant onboarding across a four-person cross-functional team (project management, PR, social, operations), taking 7+ restaurants live on OpenTable, Yelp, and web across DTLA, Hollywood, and La Cañada Flintridge.
- Directed the timeline and on-site implementation for the exterior of a modular restaurant and grill concept, working build-out directly with the construction crew and facilities management.
- Built and maintain a 100+ piece asset library and a campus-wide signage system that holds brand execution consistent across seven F&B outlets.

Jan 2025 – Aug 2025

Operations, Sales & Marketing Intern

- Audited marketing operations on site at the BNP Paribas Open, the Hollywood Bowl, and the New England Aquarium; produced launch collateral for Farmhouse at Descanso Gardens and rebuilt the visual identity for client-facing Banquet Event Order documents.

May 2024 – Dec 2024

Shanghai & Macao, China

MGM Resorts International

3D & Graphic Designer (Contract)

- Created the brand identity, logo, and narrative strategy for MGM Kids Club, an amenity that scaled across Mainland China properties including MGM Reserve Zhuhai.

Dec 2023 – May 2024

Marketing Communications Intern

- Launched the “Artist+” campaign around high-profile artist collaborations, and trained the in-house design team on the Adobe-to-CAD workflow behind it.

Jun 2022 – Sep 2023

Los Angeles, CA

Jaq Jaq Bird

Digital Marketer & Designer

- Led packaging, display, and original illustration for children's art kits sold retail and commercial; wrote and designed digital magazines and newsletters that reached 105,000+ cumulative views.

Sep 2022 – Nov 2022

Los Angeles, CA

Ernst & Young (EY)

Food Systems Consultant

- Researched and analyzed emerging issues and trends within global food systems and industries, delivering valuable insights to inform strategic decision-making on community-based food distribution initiatives and sustainable climate-conscious practices
- Presented findings at EY's Strategic Growth Forum 2022, discussing the future of the food systems and its subsequent industries

PROJECTS

Jun 2023 – Dec 2023

Los Angeles, CA

Orange Chicken & Porcelain Plates (Book)

Author, Designer, and Editor

A 122-page, 18.6-foot accordion study of Chinese restaurant design, with case studies drawn from California, Massachusetts, Ireland, Australia, and China.

SKILLS & INTERESTS

Technical Skills

HTML5/CSS, PHP, SQL, Microsoft 365, Klaviyo, OpenTable, Tripleseat, Clover, Yelp, Prismm, Placer.AI

Design Skills

Adobe Creative Cloud (Photoshop, Illustrator, InDesign, After Effects...), Figma, Fusion360, Blender

Languages

English, Mandarin — professional working proficiency in both

General Interests/Skills

Hospitality, Restaurant Design, AI-Generative Visual Design, Toy Design, Woodworking/Carpentry, Metalworking, Comedy, Dragon Boat

EDUCATION

May 2025

Los Angeles, CA

University of Southern California

B.S. Arts, Technology & the Business of Innovation

Jimmy Iovine & Andre Young Academy · Emphases: Marketing, Hospitality, Live Experiences · GPA: 3.87/4.00