

Christina Li

Visual Journalist & Designer

visualli.co

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Brooklyn, New York, USA

Experience

Freelance (VICE Media, TIME, etc.)

2018 - present

Producer, Designer

- Collaborated on multimedia campaigns for major media outlets, cultural institutions, and non-profits including VICE Media, TIME Magazine, Leslie-Lohman Museum, Noguchi Museum, and Apex for Youth, delivering high-quality video, photo, and interactive content within tight deadlines
- Designed and implemented cross-platform visual assets, ensuring integration across web, social media, and multimedia presentations

Associated Press

2024 - present

Elections Automated Web Scraper

- Engineered and maintained robust automated web scrapers to extract, transform, and load real-time election results across multiple state reporting systems to maintain accuracy of time-sensitive election results

Asia Society and Museum

2022 - 2023

Multimedia Producer & Designer

- Managed end-to-end digital production workflow for Asia Society Magazine, including CMS maintenance, web design optimization, and photo editing for long-form journalism and educational features
- Optimized digital storytelling through strategic photo editing, layout design, and web formatting, ensuring cohesive visual narratives across desktop and mobile platforms
- Collaborated with editorial and social teams to develop distribution strategies for multimedia content, resulting in videos reaching 100K+ views across platforms

Bloomberg News

2021 - 2022

Producer (Video & Graphics Production Designer)

- Created time-sensitive data visualizations and infographics for daily live broadcasts, translating breaking news and complex data into clear visual stories under deadlines
- Produced rapid-turnaround video segments and news packages, coordinating with editorial team to meet multiple daily broadcast deadlines while ensuring accuracy of data presentation
- Developed standardized graphics templates and workflows to streamline production of recurring show segments, optimizing efficiency for live broadcast demands

HuffPost

2019 - 2020

Video Editor

- Edited diverse video content from breaking news to investigative features, employing advanced post-production techniques in Premiere Pro and After Effects while consistently meeting rapid-turnaround deadlines
- Enhanced story impact through strategic sound design, creative b-roll sequencing, and precise pacing, while collaborating with reporters to source archival footage and refine narrative structure

Skills

Design & Data Viz

Illustrator, Photoshop, Figma, Mapbox, QGIS

Data & Programming

Python (BeautifulSoup, Selenium, Playwright), R

Front-End

HTML, CSS, Javascript, Svelte, D3.js, ai2html

Multimedia

After Effects, Premiere Pro, Audition, Lightroom, Videography & Video Editing, Photography & Photo Editing

Languages

Mandarin (C1), Spanish (B2), Korean (B1), French (B1)

Activities

Data Visualization Society

Mentorship Program

Fall 2024

Paired with a Senior Data Journalist at Axios to develop advanced visualization skills in D3.js, Svelte, R, spatial analysis, and database management

Education

Columbia Lede Program

Data Journalism & Visualization

Jun - Aug 2024

University of Virginia

Bachelor of Arts, Psychology

2010 - 2014