



PROFESSIONAL EXPERIENCE

Creative Director and Vector Illustrator with 15+ years of experience in 2D animation, character rigging, visual development, and scalable asset production. Expert in Adobe Illustrator, Toon Boom Harmony, and digital assets for television, web, and branding. Proven leader of creative teams with a focus on style consistency, technical pipelines, and production deadlines.

JAY LI

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Skills

- Vector Illustration
- 2D Character Animation
- Character Rigging (Harmony24)
- Layout & Composition
- Visual Development
- Branding & Logo Design
- Typography
- Digital Painting
- Asset Management
- Production Pipelines

Software

- Adobe Illustrator
- Adobe Photoshop
- Adobe Indesign
- Harmony Premium 24
- Adobe After Effects
- Google Workspace

Certifications & Education

- Certified Professional – Oracle Cloud Infrastructure Generative AI, 2024
- Emmy Award Winner – Illustration Director, Archer, 2013
- SCAD – MA Advertising Design, 2009
- SCAD – BFA Illustration, 2008

EXPERIENCE

★ 1988 Creative LLC

● Associate Creative Director (2023-Current)

Co-direct video and motion graphics projects, lead visual design, and guide creative production across media.

★ Floyd County Productions

● Director of Layout (2022-2023)

Led layout direction for Archer, optimizing visual pipelines and coordinating asset delivery to downstream teams.

● Lead Layout Artist (2021-2022)

Restructured layout department; developed new procedures and trained artists on visual staging and camera composition.

● Harmony Character Rigger / Animator (2018-2021)

Animated for Archer and America: The Motion Picture using Toon Boom Harmony; built and maintained rig systems.

● Emmy Award Illustration Director (2013-2018)

Managed 25–30 illustrators creating all vector assets for Archer (Seasons 5–8); oversaw art quality and production workflow.

● Senior Illustrator (2011-2013)

Led a team of four; trained and handled asset quality control during Archer Seasons 3–4.

● Illustrator (2009-2011)

Produced layered vector artwork for characters and props used in puppet-style animation for FX Animation: Archer.