

Lingyi Kong Is An Award-Winning Designer, Educator, And Creative Technologist Working At The Intersection Of Branding, Storytelling, And Emerging Technologies. They Collaborate With Cultural Institutions And Tech Startups To Define Strategic Positioning And Build Future-Facing Design Systems.

Lingyi Teaches Interaction And UI/UX Design At Parsons And Digital Design At RISD, Where Their Work Explores Tool-Making, Systems Thinking, And Design-Led Entrepreneurship. Lingyi Also Serves With AIGA Boston And Design Incubation, Where They Are Committed To Advancing Design Implementation And Bridging Academic Research With Real-World Application.

EDUCATION		EXPERIENCE			
Rhode Island School Of Design MFA [2022-2024] Graduate Commons Grant Winner		Freelance Designer [2020-] Specialized In Brand Identity, Campaign Visual Systems, Web And Digital Design, Etc. Clients & Collaborations: New England Conservatory, RegHero, The New School, NetEase Game, Branding Science, Rhode Island School Of Design, Young Club, Among Others.			
Central Academy Of Fine Arts BFA [2017-2022] Graphic Design		Part-Time Faculty, Parsons School Of Design [2024-] Core 2: Interaction Studio (PUCD 2125) An Undergraduate Required Course For Communication Design Department, Focusing On Interaction Design For Digital Applications. The Course Provides An In-Depth Study Of UI/UX Design Principles, Interactive Thinking, And Hands-On Figma Prototyping.			
		Designer, NetEase Game [2020-2021] Collaborated With Cross-Functional Teams To Lead The Design And Art Direction Of Key Projects And Pitch Decks. Oversaw The Process From Ideation To Execution, Ensuring Cohesive Visual Storytelling And Polished Final Deliverables.			
		Creative Technologist, Mars Pharaoh Studio [2024-] An Award-Winning Design Studio Focused On Digital Media And Technology Practice. Our Practice Bridges Cultural Narratives, Experimental Visual Systems, And Socially-Driven Design Strategies. Selected Features & Recognitions: Obie Award, Muse Design Award, Indigo Design Award, London Design Award, AIGA, Times Square NYC Showcase, Printed Matter LLC, The Association For Book Art Education, World Brand Design Society, Artron Art Centre, Digital Arts Blog, Etc.			
PAPER & CONFERENCE		SELECTED AWARDS		SELECTED FEATURES	
2025	Design Incubation Colloquium 11.3 - Resonant Pages: Artist Books, Natural Rhythms, And Digital Interactivity	2025	OBIE AWARD Shortlist On Digital Design	2025	Feature On Design Incubation
	CBAА - UWisconsin-Madison Panel Talk: The Interface Between Digital Technologies And The Book	2025	MUSE DESIGN AWARD Gold Winner, Branding Design	2025	Feature On Muse World
	Parsons School Of Design - Communication Design Inspiration Talk	2025	INDIGO DESIGN AWARD Gold Winner In Branding Design	2025	Feature On World Brand Design Society
	AIGA DEC WEAVE Conference - Peer Reviewer	2024	LONDON DESIGN AWARD Gold Winner In Branding Design For Non-Profit	2025	Feature On BoredPanda
	Design Incubation - Volunteer	2024	LONDON DESIGN AWARD Gold Winner, Communication Design	2024	Artist Interview: BoldJourney
	SECAC - Cincinnati, Ohio Panel Talk: Weaving Tradition And AI Technology, Bridging The Digital Divide In Design Education	2023	A DESIGN AWARD Visual Communication Design	2024	Artist Interview: Digital Art Blog
				2024	Feature On Artron Art Centre
				2024	Artist Interview: UAAD Art
				2024	Feature On 4C Gallery
				EXHIBITION & COLLECTION	
				2025	CBAА Conference Juried Members Exhibition
				2025	Collected By The Ricker Library Of Architecture And Art, University Of Illinois Urbana-Champaign
				2024	Art Innovation Gallery The Skyline- Time Square
				2024	4C Exhibition Q4: Circular Ruins
				2024	Singapore Art Book Fair
				2024	OpenM/AbC Art Book Exhibition
				2023	Narratives Of Love-International Poster Biennale