



Experience Design Director

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Design - Consulting - Innovation

Hello!



Experience Design Director

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Hola

I lead multidisciplinary design teams to solve complex product and experience challenges at scale. Over 15+ years, I have directed creative strategy for global studios, built design operations frameworks, and delivered user-centered solutions for clients like World Bank, Microsoft, Visa, and Amazon.

This portfolio shows how I think, lead, and deliver.

Vega Li

Creative Director & DesignOps Lead

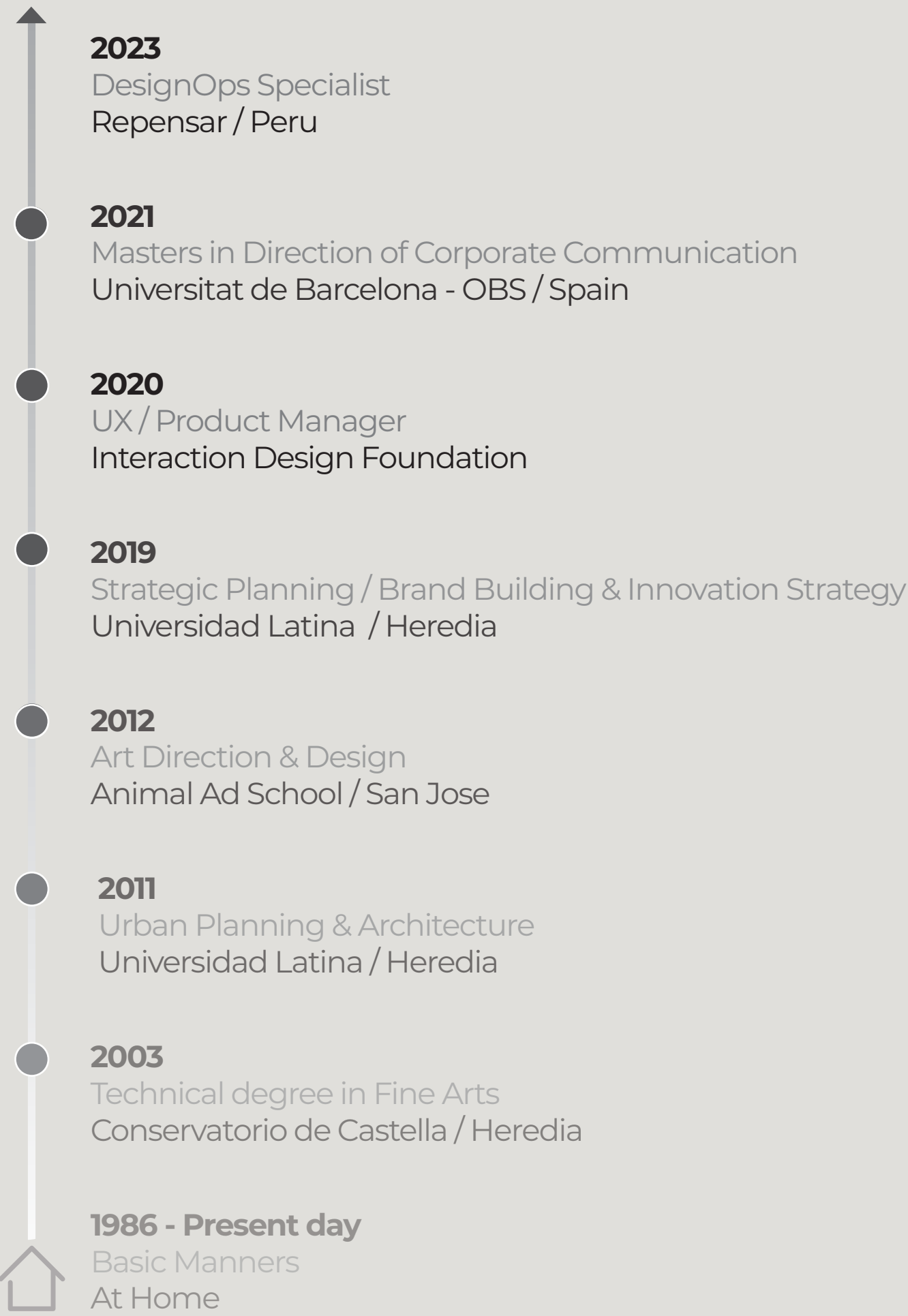
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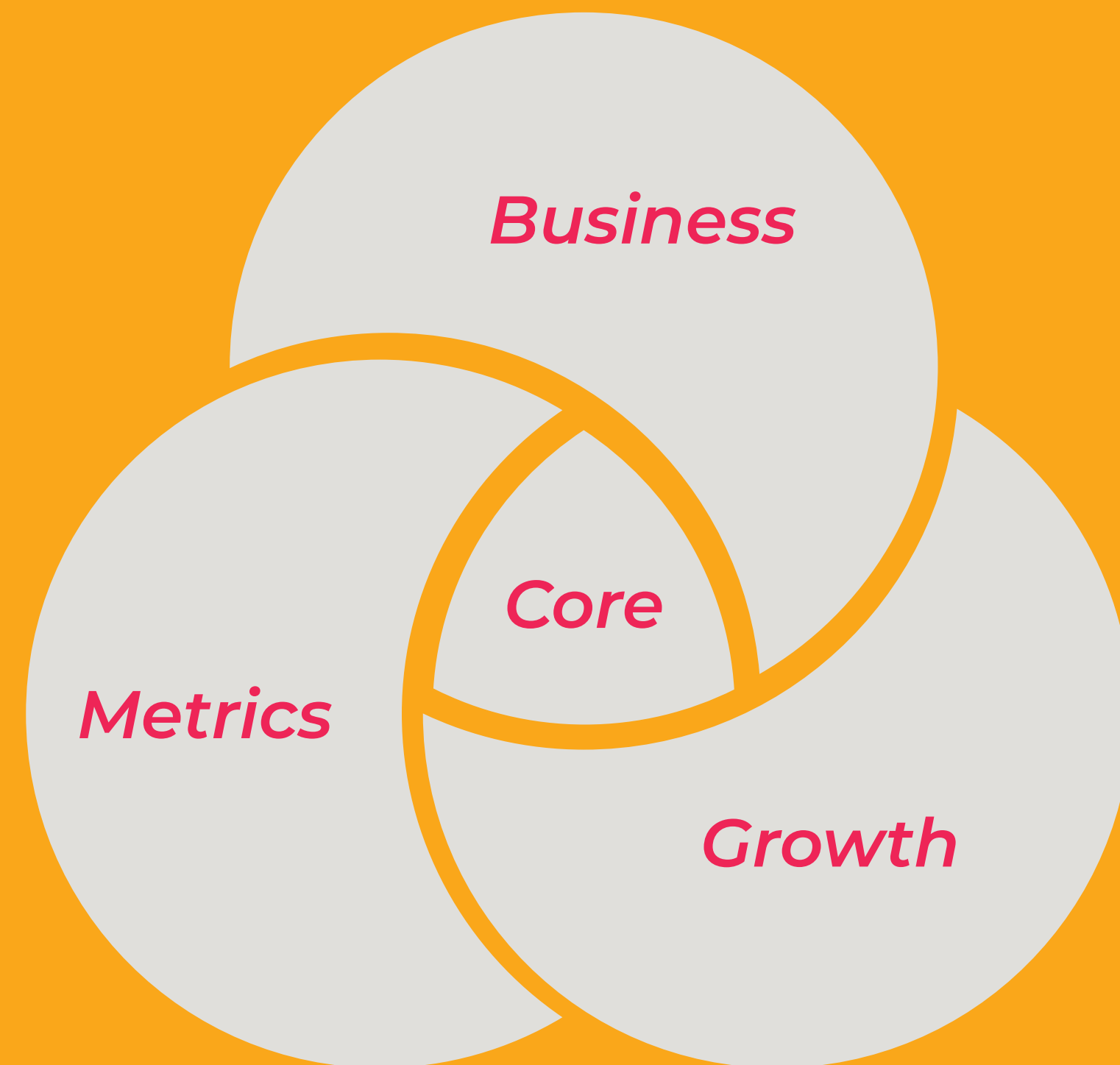


Who am I?

A design leader who builds teams, systems, and strategies that connect user experience with business outcomes.

15+ years directing creative teams across digital products, spatial environments, and brand experiences.

Currently leading a 60+ person global creative studio at Accenture, driving design maturity, talent development, and GenAI adoption across the Americas, Europe, and APAC.



My mission

Understand your structure and bend the rules to apply the unconventional.

I operate at the intersection of creative vision, operational rigor, and measurable impact. My approach: understand the business context, define success metrics upfront, build scalable design processes, and lead teams to deliver experiences that move outcomes.

I have built design maturity frameworks, talent evaluation systems, and DesignOps strategies that are now used globally.



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Stage Design



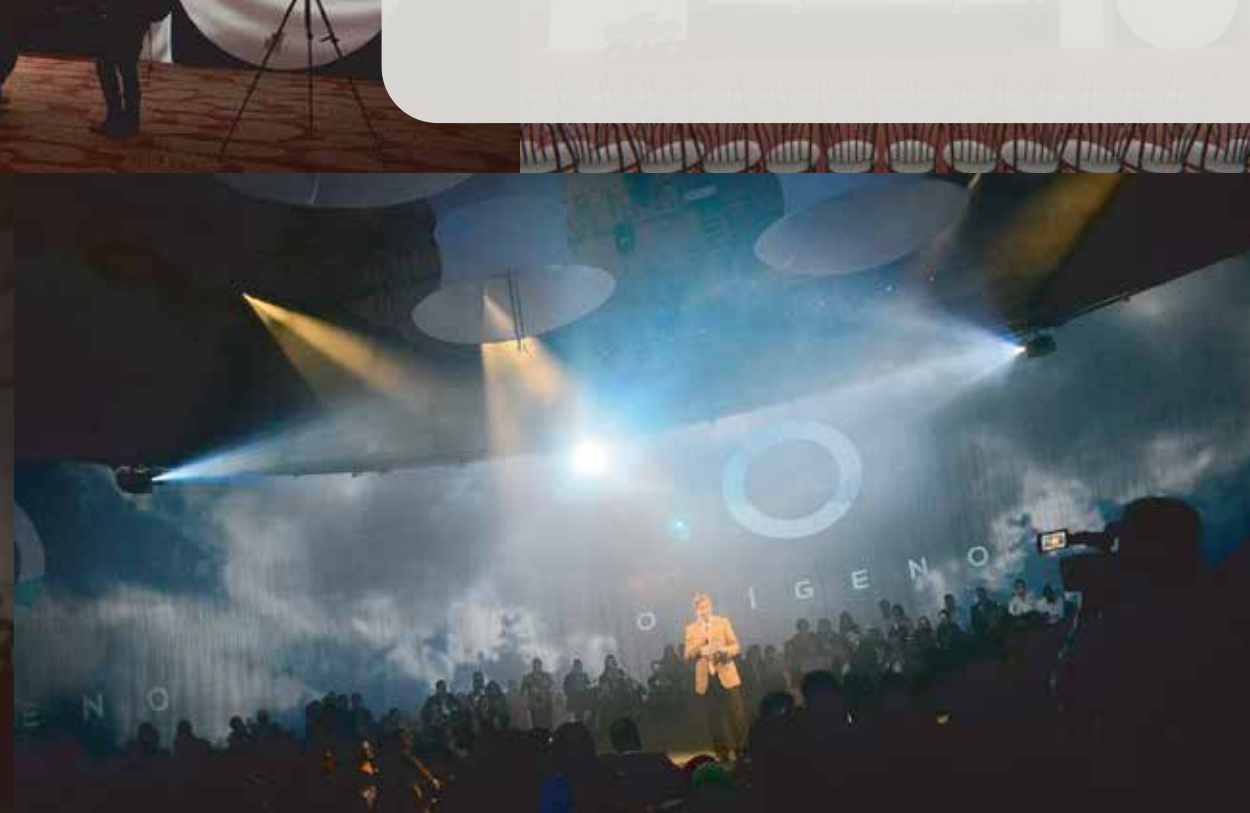

BANCO MUNDIAL
BIRF - AIF | GRUPO BANCO MUNDIAL



Stage/Event Design

I direct experiential design from strategic brief through production, leading cross-functional teams of architects, engineers, AV technicians, and suppliers. My process starts with understanding business objectives and audience needs, then translates into spatial narratives that deliver measurable brand impact.

Selected clients: World Bank, Effie Awards, Bayer, CEMEX, Amazon, Coca-Cola, Visa, Husqvarna. 50+ large-scale productions directed over 6 years.





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Inflatable City

Ciudad Rebote (Oxigeno)

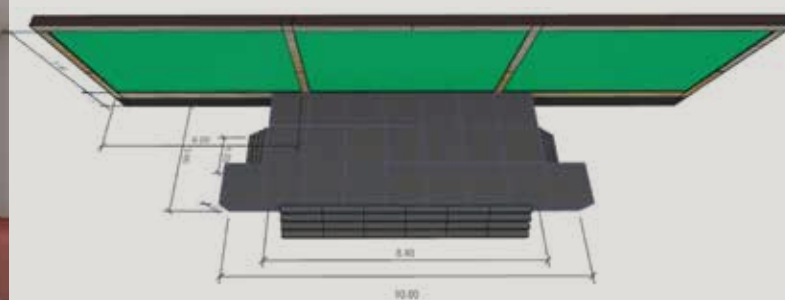
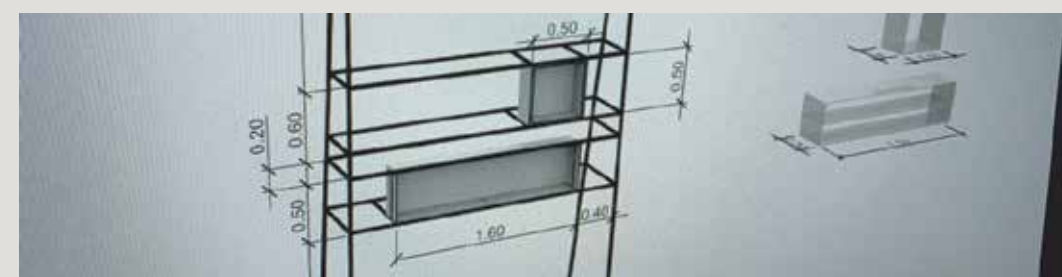
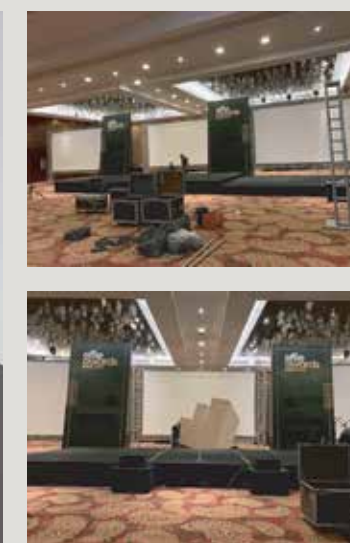
Challenge: Client planned to purchase 10+ generic inflatables.

Opportunity: I proposed a custom inflatable city with Costa Rican cultural details, tailored to the 30-meter atrium.

Approach: Led concept development, 3D modeling, supplier coordination, and construction supervision.

Result: A signature attraction that differentiated the venue, increased visitor engagement, and became a recurring seasonal installation.





Effie Awards

2018 & 2019 (10th anniversary)

Scope: Full creative direction for the Effie Awards Costa Rica, 2018 and 2019 (10th anniversary edition).

My role: Led end-to-end production including stage design, 3D projection mapping, motion graphics, and live show direction. I managed vendor selection, budget allocation, and a multidisciplinary production team. The 10th anniversary edition required elevating the ceremony to match the prestige of a decade milestone.





World Bank

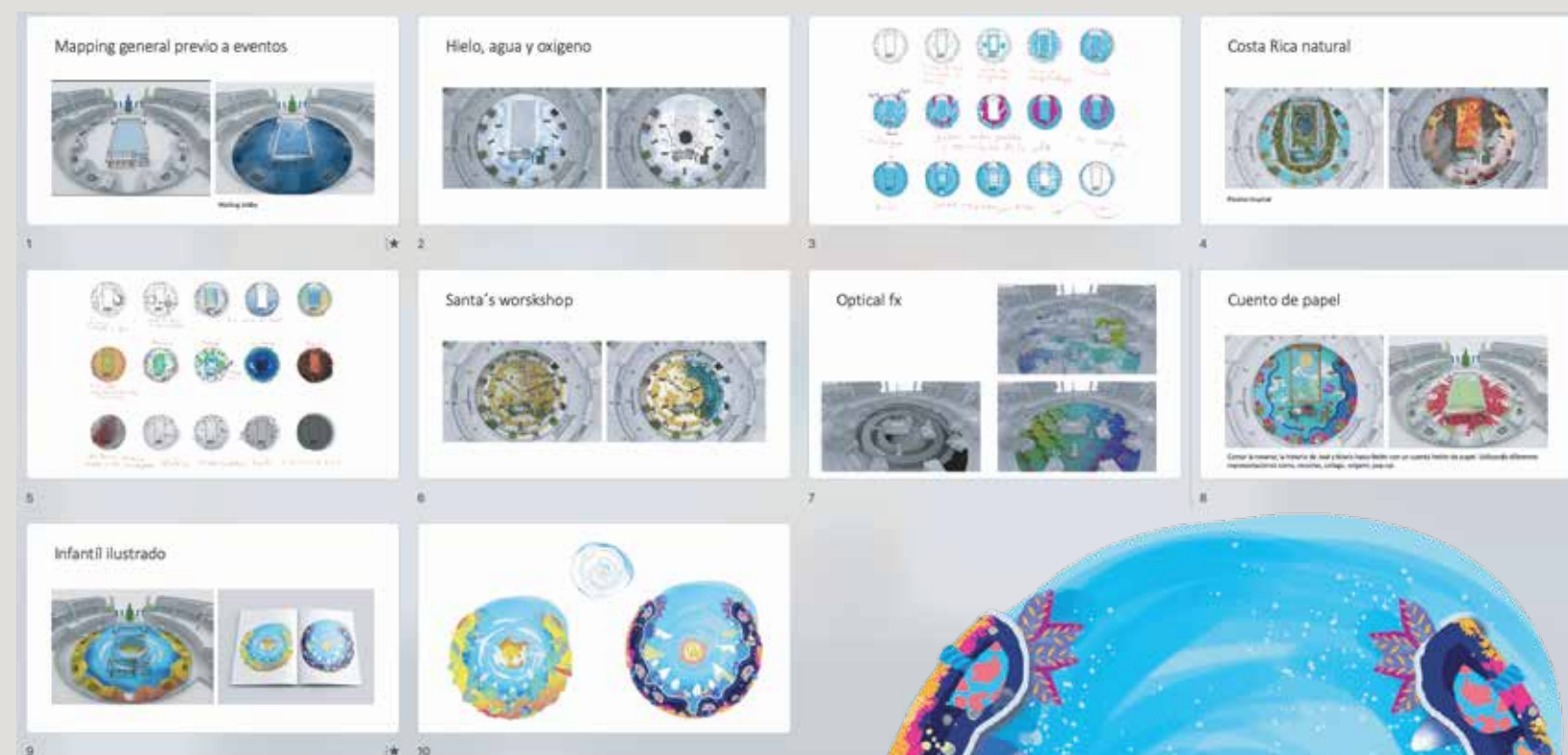
Understanding Risk

<https://understandrisk.org/event/ur-centroamerica/>

Challenge: Design and produce a 3-day international conference for the World Bank's Understanding Risk community in San Jose, Costa Rica.

My role: Won the creative pitch and led end-to-end delivery, from concept through final production. Directed stage design, environmental graphics, video content, 3D spatial mapping, and signage for 500+ attendees. Managed a production team of 15+, coordinating with international stakeholders.

Outcome: Successfully delivered a conference that met World Bank standards for professional events, resulting in continued client engagement.



Illustrations for mapping main atrium



Oxigeno

Complete events grid for it's inauguration

Scope: Year-long engagement directing the complete events program for the Oxigeno mall inauguration.

My role: Led creative strategy, show direction, and 3D projection mapping for the main atrium (10+ minute shows). Managed the design and production of multiple themed activations, coordinating a team across illustration, animation, stage design, and live production.

This project demonstrated my ability to sustain creative direction across a long-term engagement with evolving deliverables.

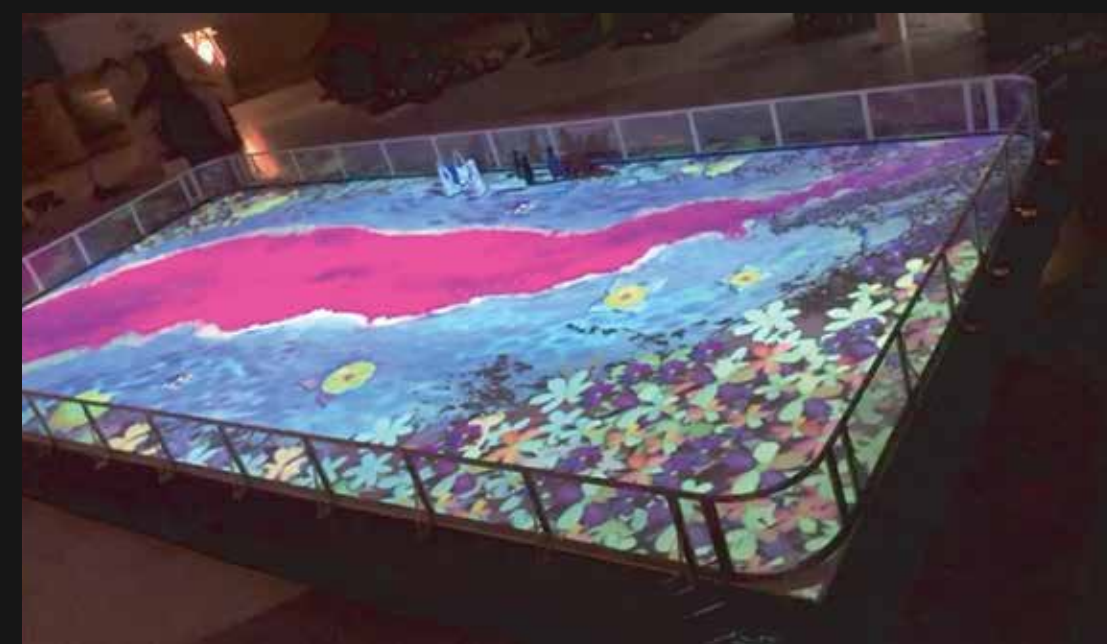


Environmental Design



Interactive Spaces

3D Mapping



Stands



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Graphics +
Product



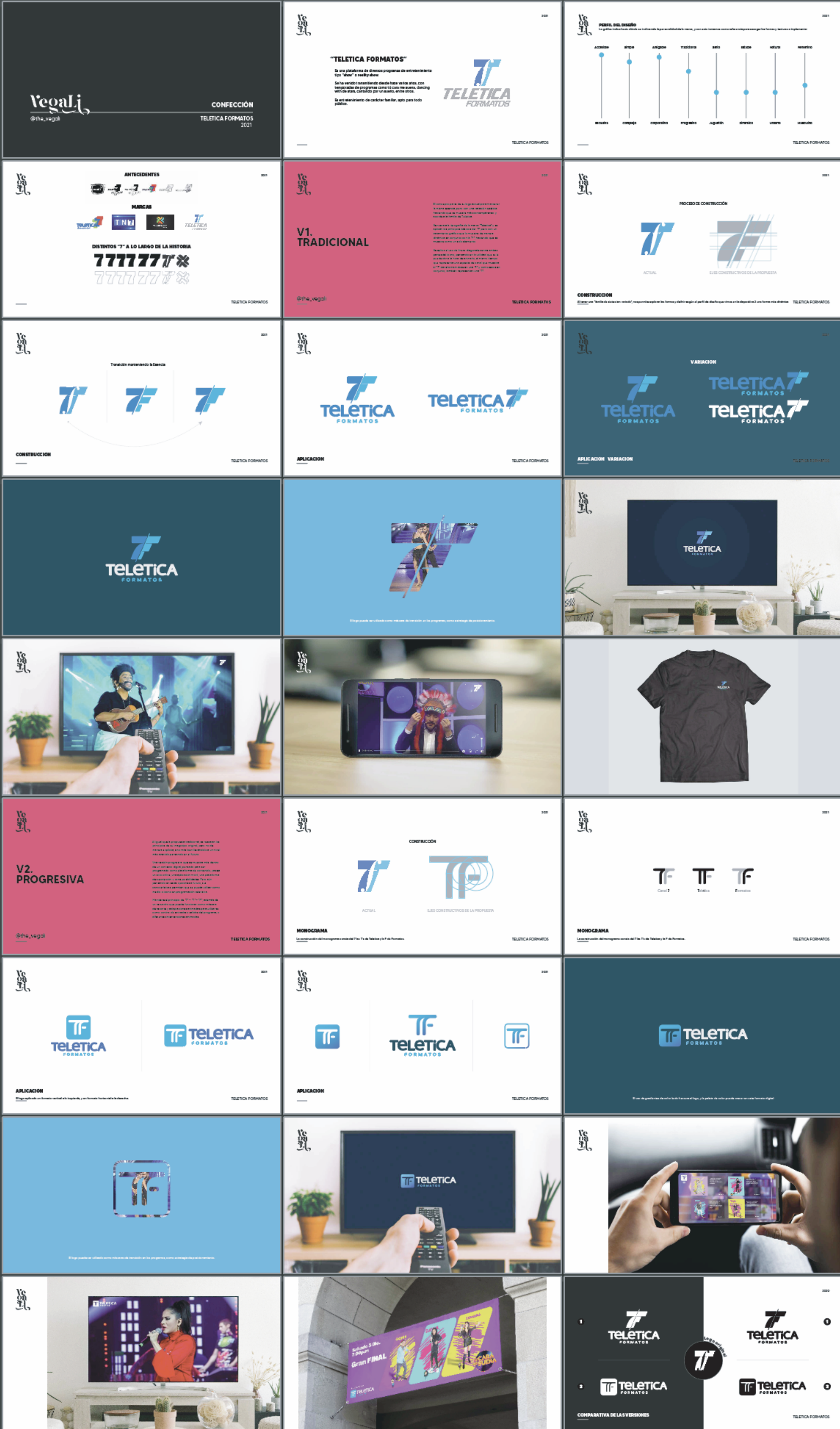
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Visual Identity

Challenge: Teletica Formatos needed a brand refresh that modernized their digital presence while maintaining recognition within the broader Teletica brand family.

My role: Led the brand strategy process from research and competitive analysis through concept development, stakeholder presentation, and final implementation across digital and broadcast touchpoints.

Final Proposals

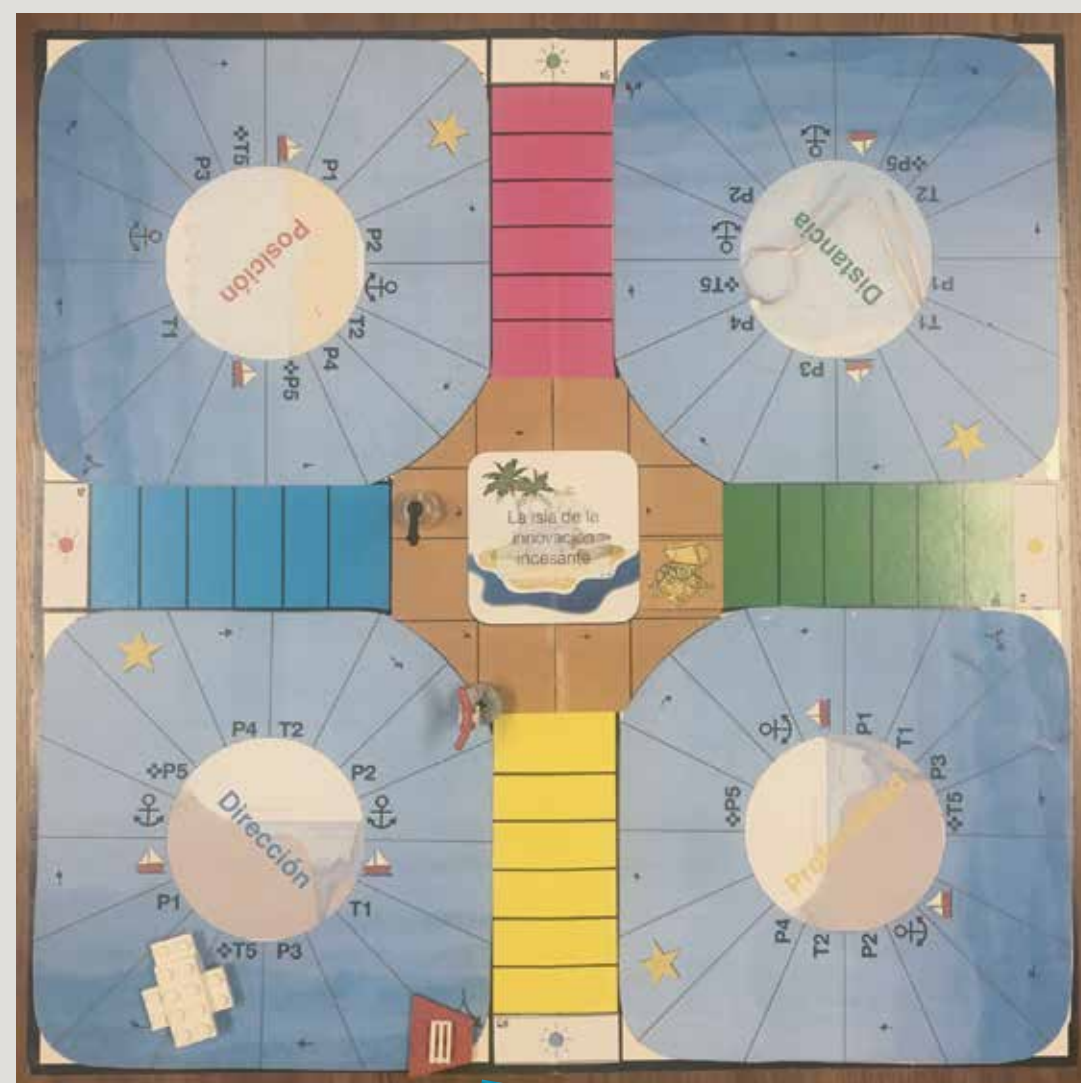


Invitation Visa Infinite

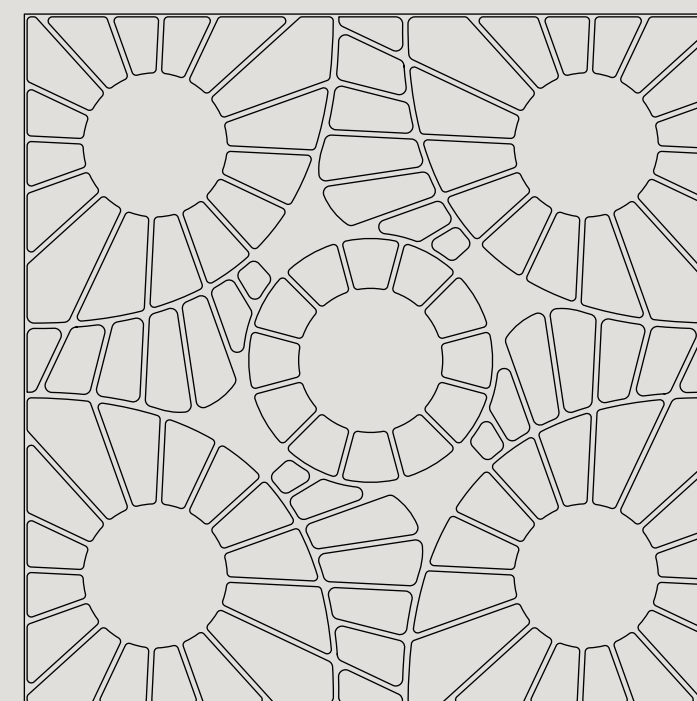
I directed the complete experience design for Visa Infinite's exclusive client events, from the initial invitation concept through event production. The invitation itself became a brand touchpoint: a custom box with illustrated wax-sealed letter, designed to set the tone for a premium orchestral dining experience.



Between Strings **VISA** donde quieras estar



Prototype 1



Layout Proposal



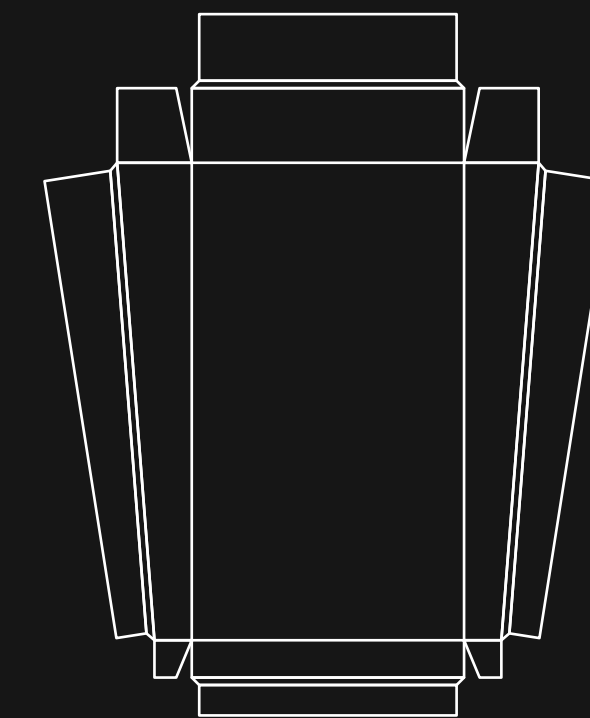
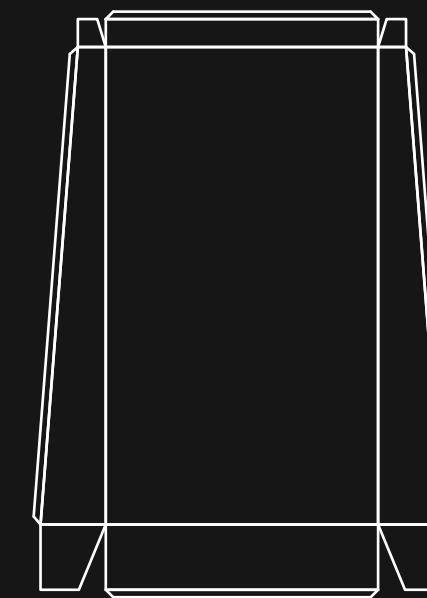
Final Board

Concept Board Game

Challenge: Create a tool that naturally introduces company values to new hires while assessing collaboration skills.

Approach: Designed a custom board game that embeds 7 core values into gameplay mechanics, making values adoption experiential rather than instructional.

My role: Led concept development, game mechanics design, visual design, prototyping (2 iterations), and final production. This project demonstrates human-centered design applied beyond screens, using gamification as a strategic business tool.

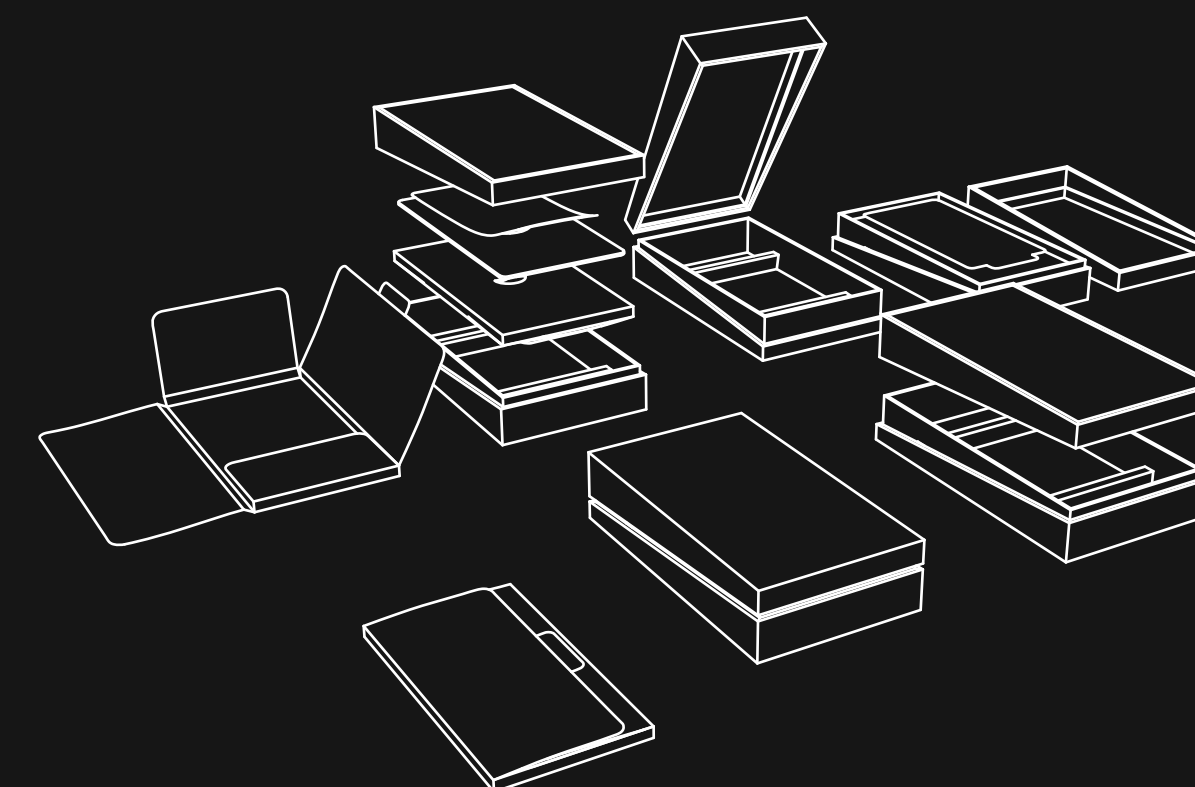


Selected work

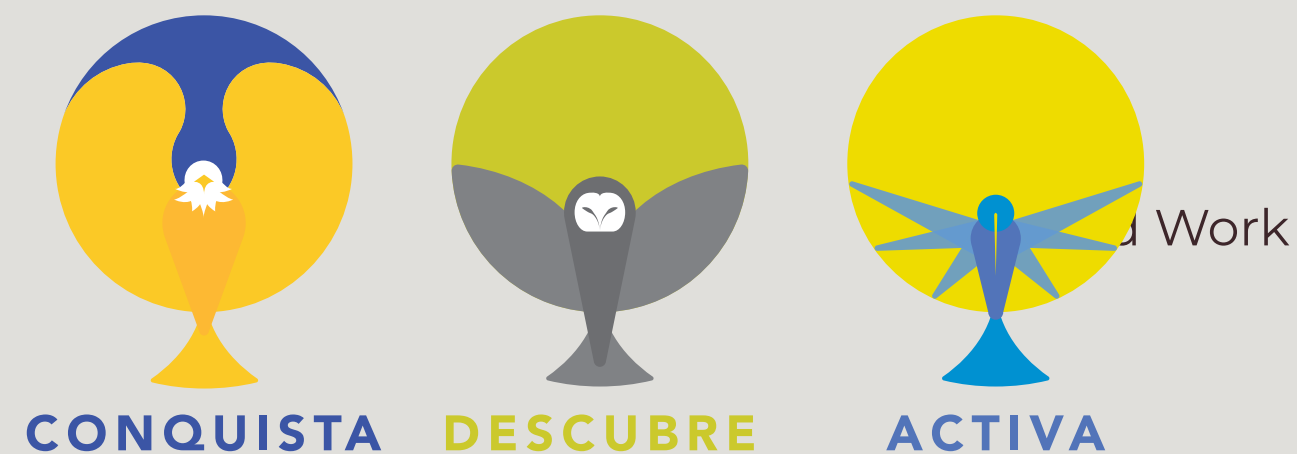
Brand, Packaging & Campaign Design

Additional creative direction across pharmaceutical packaging (AstraZeneca/Crestor), brand identity systems, advertising campaigns (Visa, CORE), and product packaging.

Full case studies available on request.



Selected work





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+Others



Campaigns
(Concept+Graphics)



Packaging
(Mockup in 3d+Graphics)



Die Cuts
And Final Art



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Illustration



Characters Concept

The famous Costa Rican stamps known as "los botija", those that were awarded in the early 1970s at the Más x Menos supermarket as an incentive for the purchase of its products, have now been revitalized, with all their original splendor, four decades later, destined to play a leading role in various advertising campaigns.



Final concept

Characters Concept

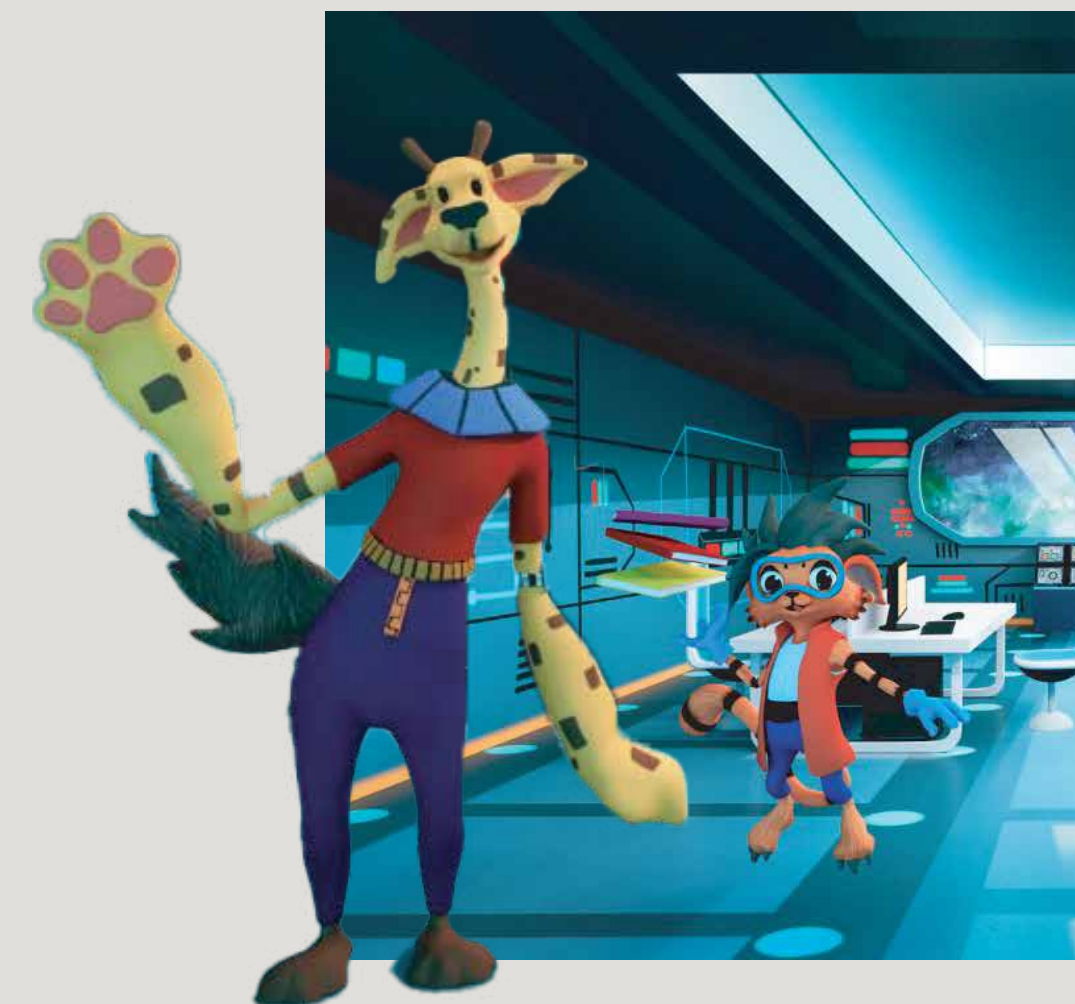
From a simple request to create a website describing the company's projects, the project evolved into **an interactive experience with gamification, corporate security, and engagement with new employees.** The main goal was to ensure that users kept coming back to the site.

To begin, the team conducted more than 20 interviews with new employees to understand their preferences and interests. Using this information, they created an "average" character that represented the collective tastes of the company's collaborators.

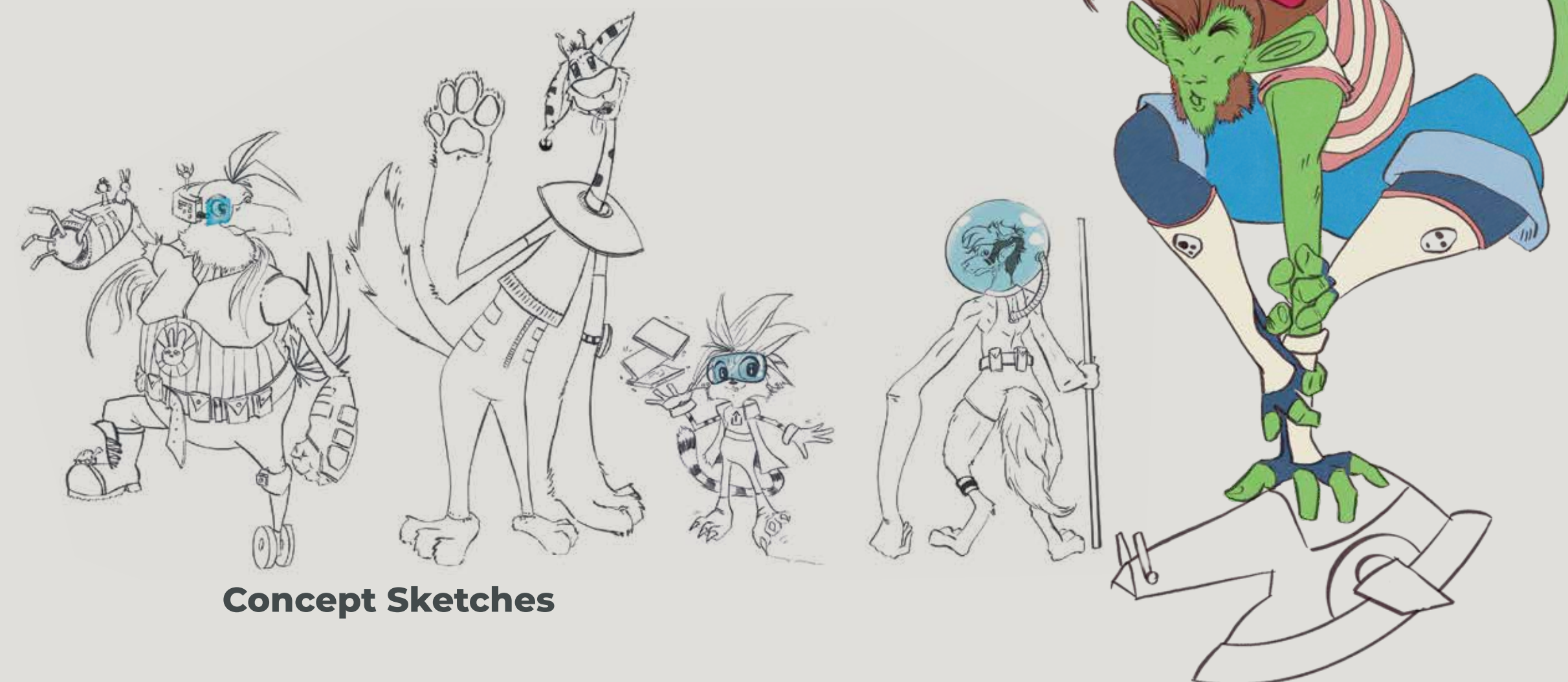
These characters then became the captains of a virtual journey or game, where users could follow different paths. Based on the choices made during the game, the captains would suggest specific site projects that align with the user's preferences.

The end result was a fun and engaging game that took users on a nostalgic trip through the history of video games. It started with the pixelated games of the eighties and progressed to the modern-day gaming experiences.

Overall, the project successfully combined interactive elements, corporate insights, and gamification to create an enjoyable experience for everyone involved.



3D implementation

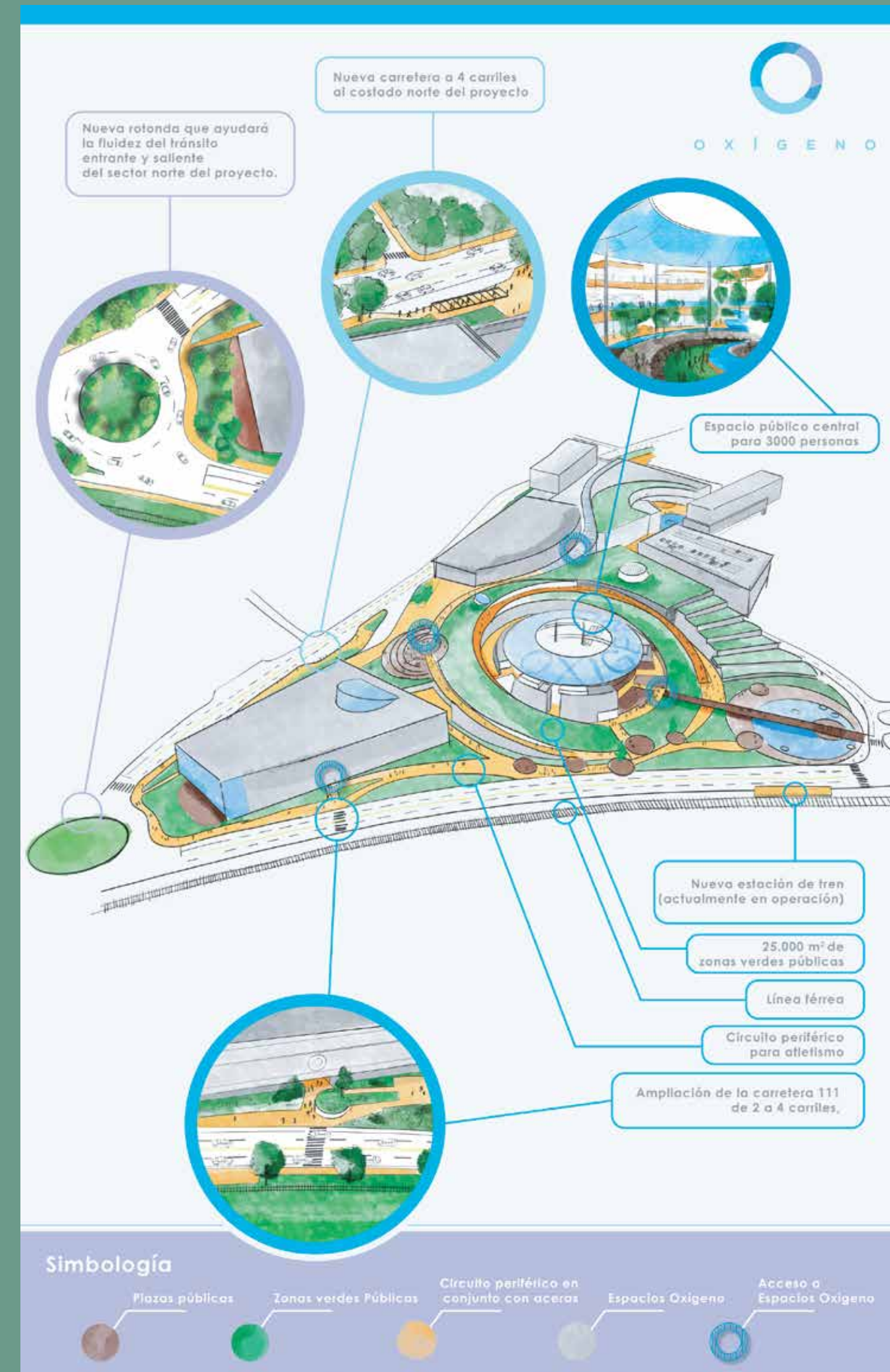


Concept Sketches

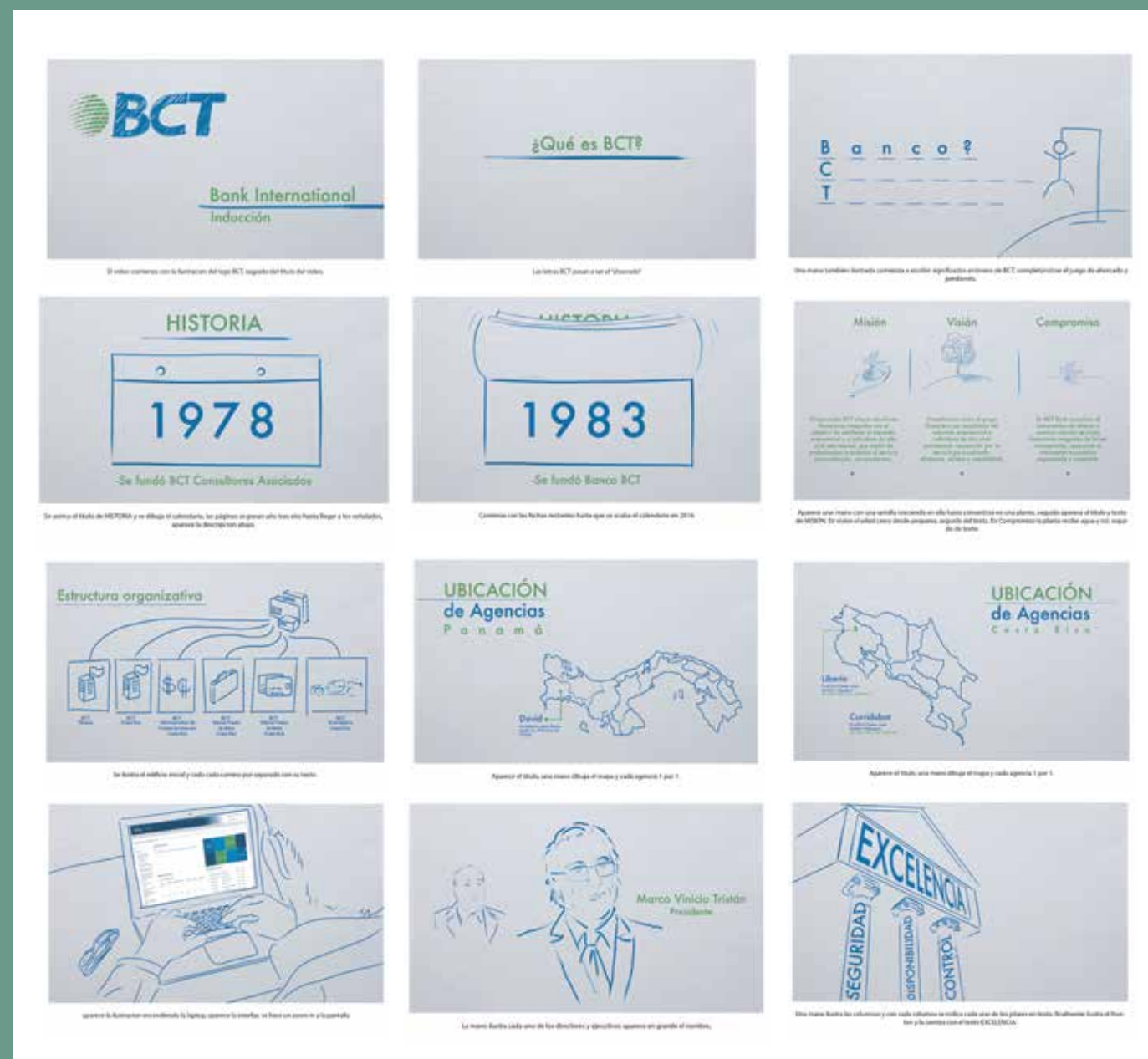
Illustrated Infographics

A myriad of these illustrations found their way into the pages of the local newspaper.

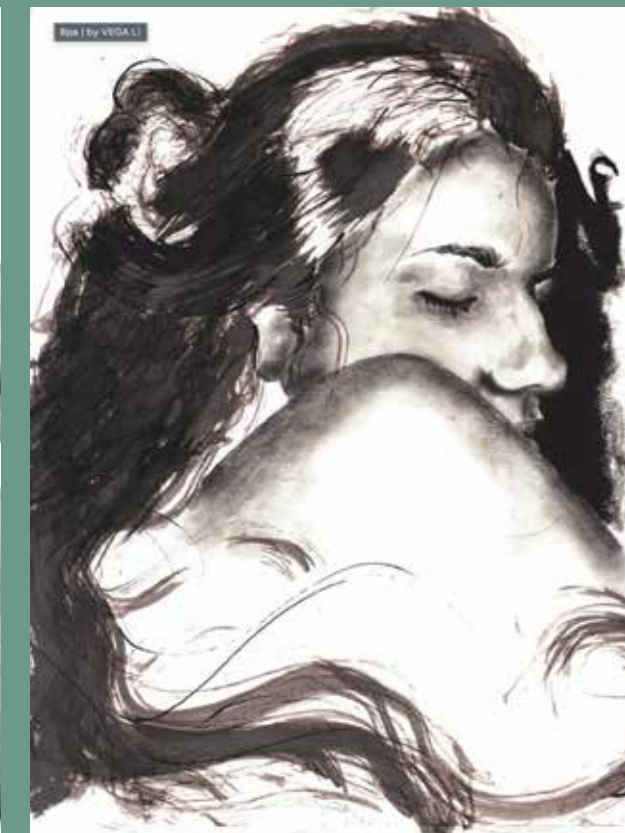
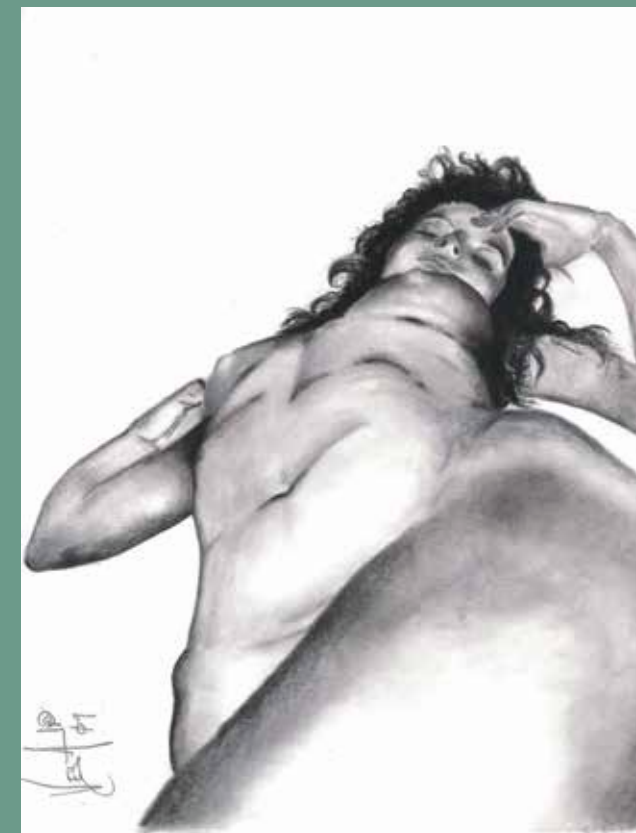
Cuestamoras Group had to present its new project "Oxigeno" to the communities, and in the process, an infographic has been generated based on the plans of the site and the key points of intervention. All this with the objective of showing how this initiative will contribute to improve the urban environment.



Other Technics



Digital Illustrated Storyboards



Graphite+Ink



Watercolor





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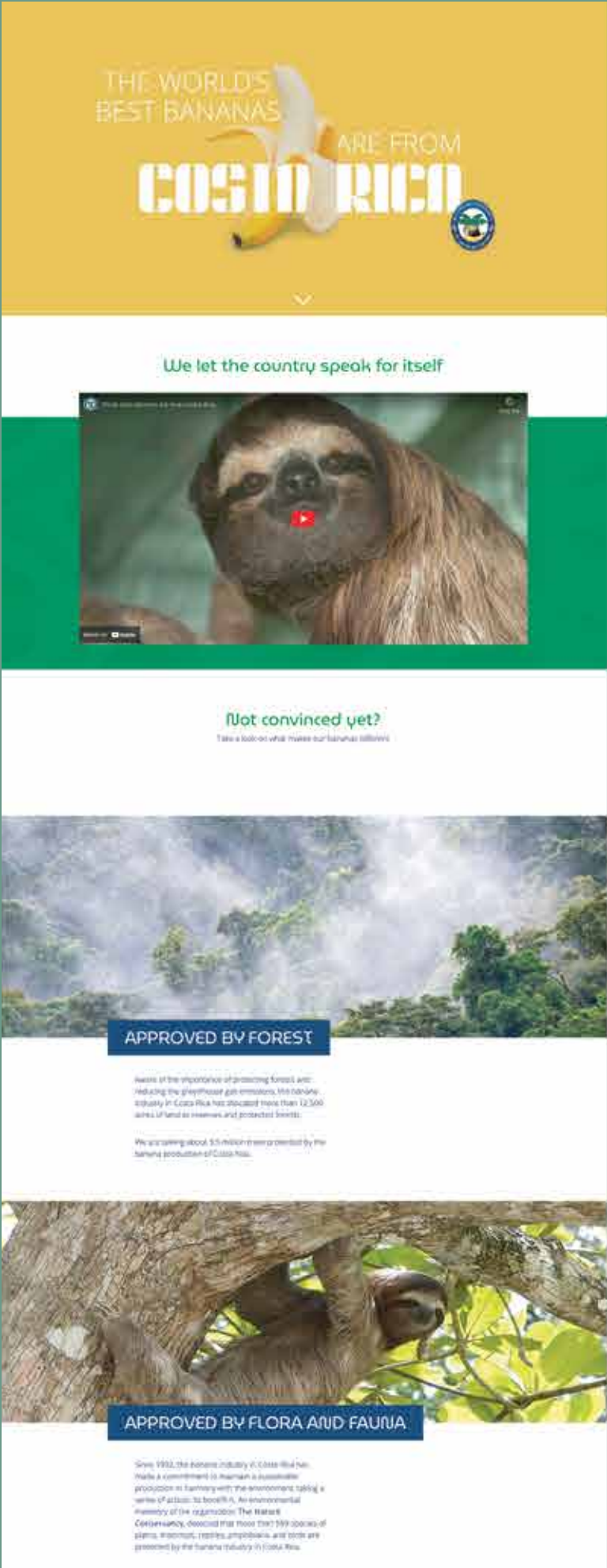
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Ux | Ui

I lead product design from discovery through delivery, applying lean UX principles, behavioral analytics, and rapid prototyping to solve complex user problems.

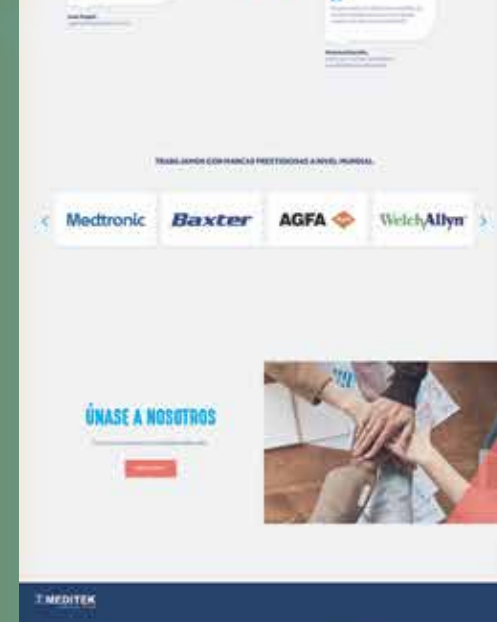
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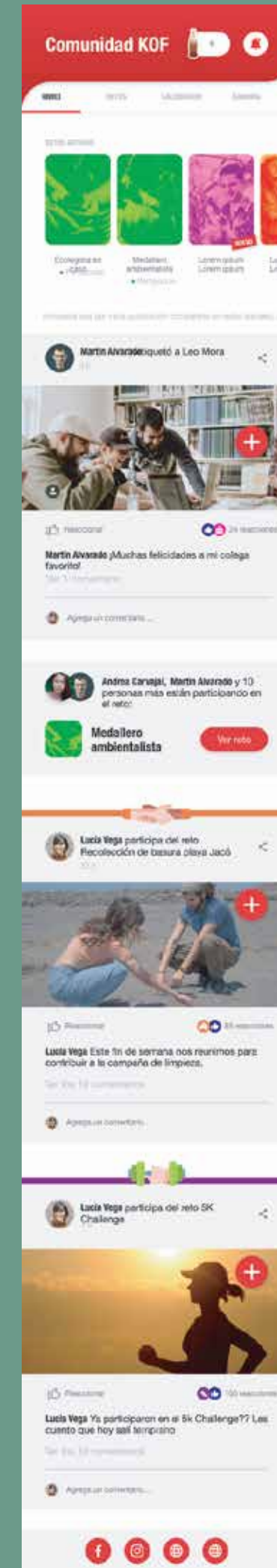
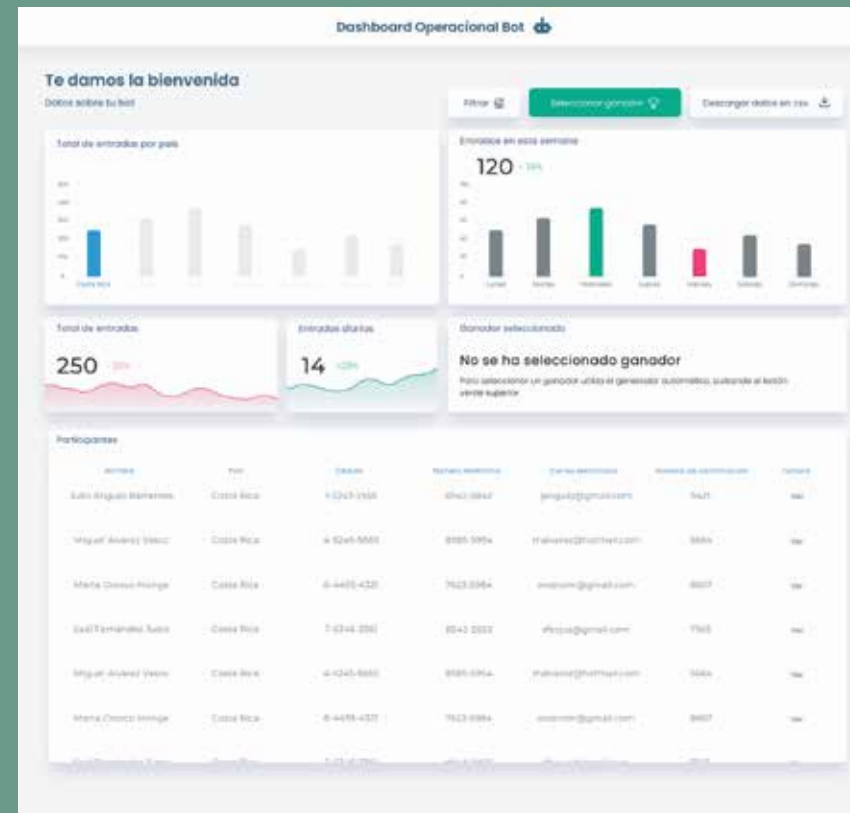
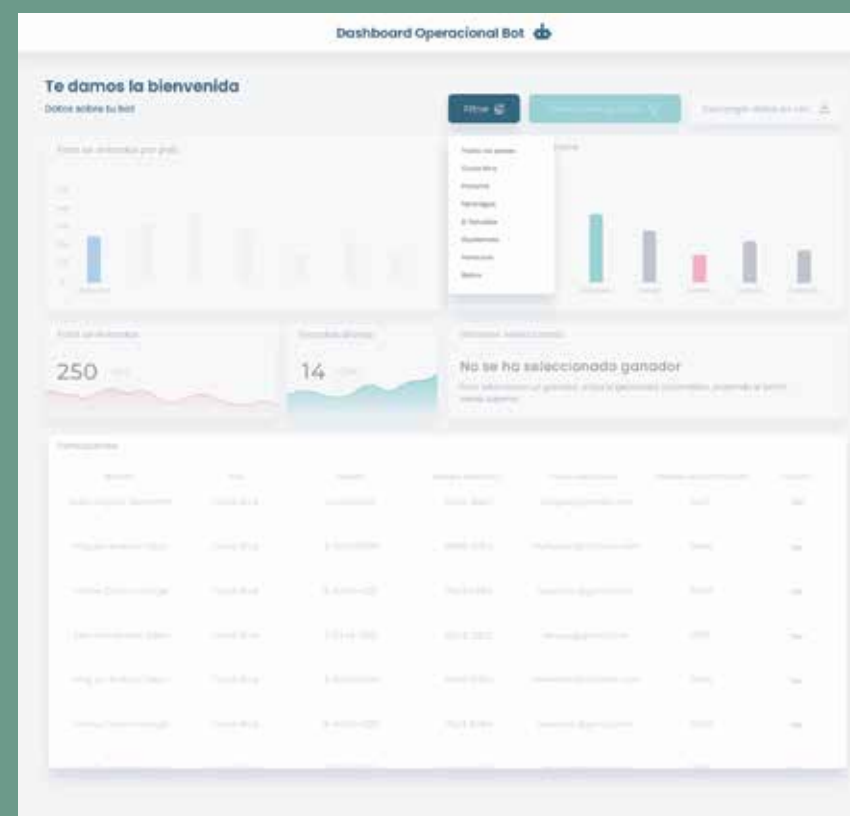
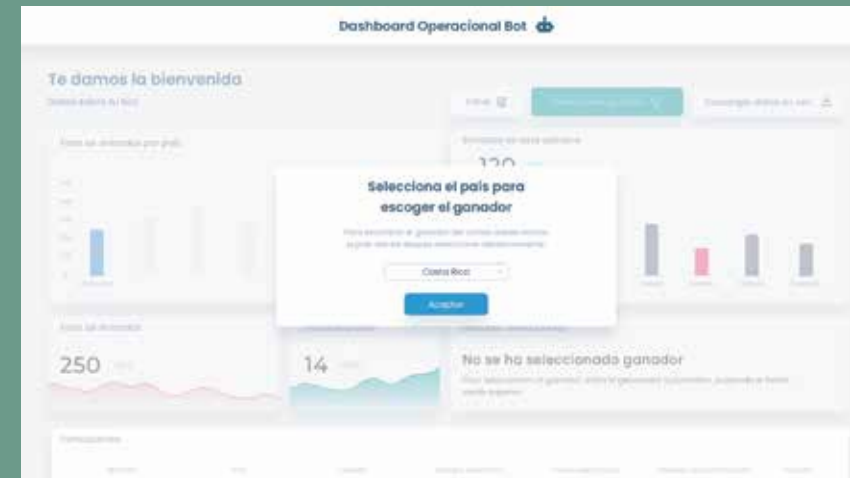
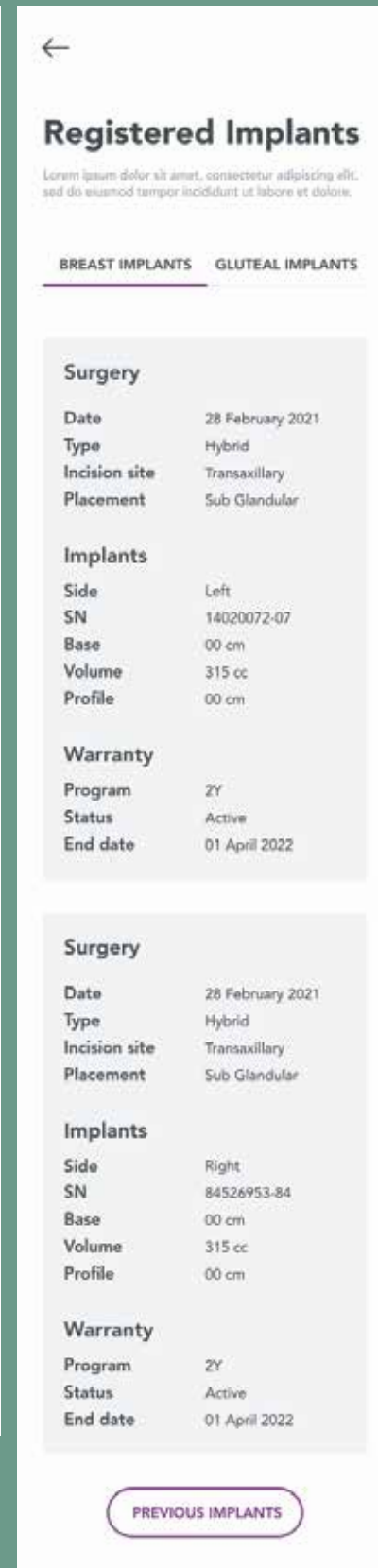
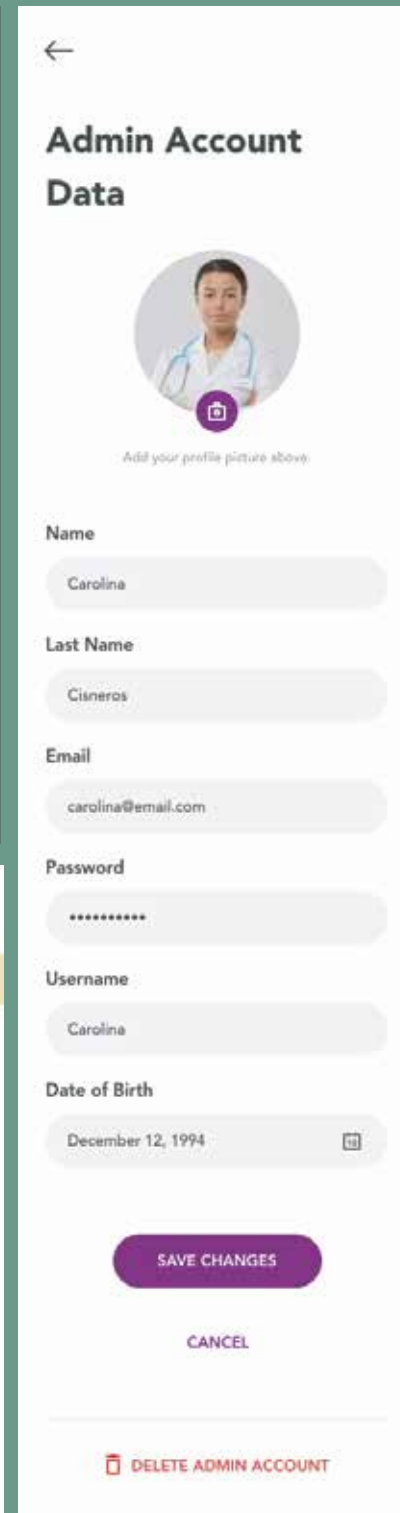
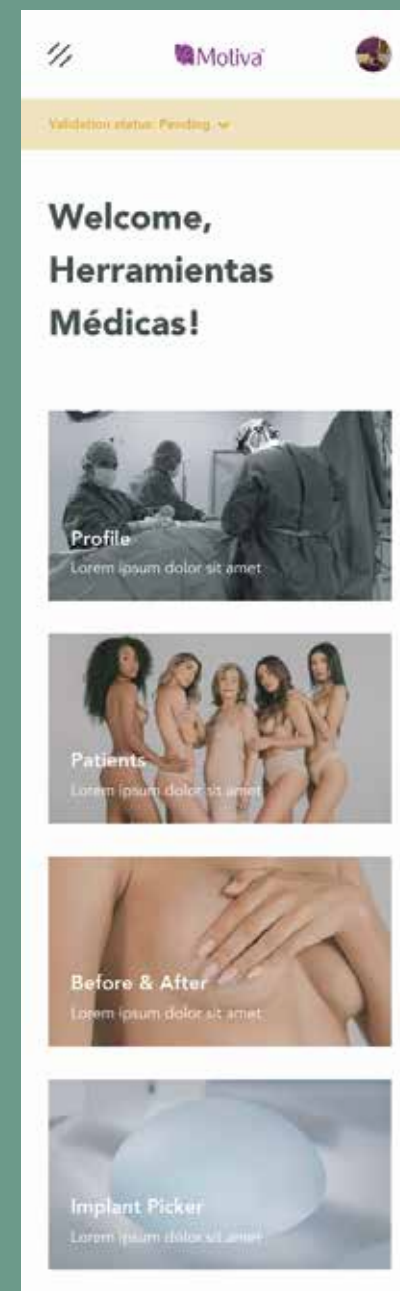
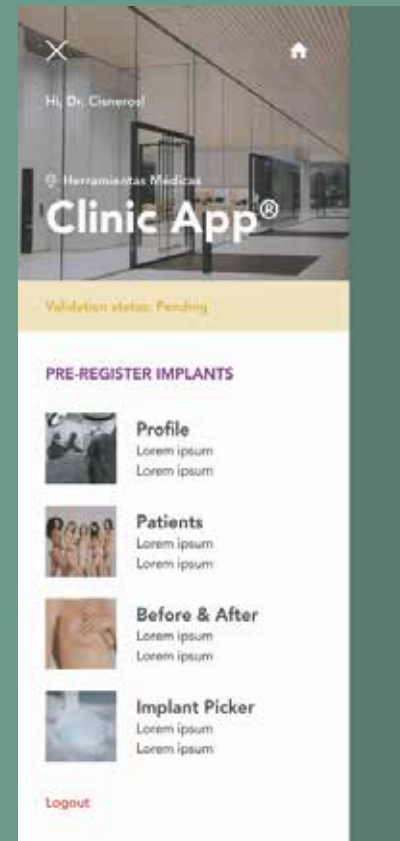
<https://bananafromcostarica.com>



<https://www.garnier.cr>

<https://sanantoniobp.com/en/>







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Thank you for reviewing my work. I lead with strategy, build with empathy, and deliver with precision.

I would welcome the opportunity to discuss how my experience in design leadership, operations, and innovation can contribute to your team's vision.

Best,

A handwritten signature in a cursive script that reads "Vega Li".

Creative Director & DesignOps Lead

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2026