

Zhengyang Li (Leon)

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Portfolio: zhengyangart.com

Education

- Goldsmiths, University of London** 09/2022-09/2024
- Degree: MFA Master of Fine Arts Degree
 - Major: Computational Arts
- Communication University of Zhejiang** 09/2017-06/2021
- Degree: BFA Bachelor of Arts Degree
 - Major: Fine Art Design of Theater, Film & TV

Work Experience

Giant Hubs Ltd

- Marketing and Sales Intern 12/2024-2/2025
- Led online and offline business development initiatives through bi-directional traffic strategies, successfully generating £5800 in total sales revenue.
 - Independently managed end-to-end client relationships and provided comprehensive customer service support to maintain client satisfaction.
 - Developed comprehensive weekly sales plans and monthly slides, tracking KPI metrics, analysing previous month's data, and establishing targets for team.
 - Participated in marketing strategy development and implementation, responsible for product promotion and sales conversion.

Redbox Club London

- Administrative Assistant 05/2024-11/2024
- Administrative Support: Coordinated training programs, managed employee dining services, and oversaw supply procurement and store facilities.
 - Financial and Business Planning: Managed budgets and weekly reconciliations, optimising strategies through customer analysis, achieving a record daily revenue of £1,200.
 - Provided front desk reception services, introduced price lists and beverage products to customers, and served as bartender responsible for cocktail preparation.
 - Client Communication: Handled reservations and Email, ensuring smooth operations and high customer satisfaction across 40+ weekly orders.

Century Lemon Culture Media Co. Beijing

- Visual Designer 4/2021-5/2022
- Live Audio-Visual Performance: Collaborated weekly with different DJs to deliver live audio-visual interactions using TouchDesigner and Resolume Arena.
 - Visual Design and Refinement: Refined and adapted visual designs based on rehearsal outcomes and live performance feedback.
 - Event Impact: Contributed to over 30 shows during my tenure, attracting a total of more than 8,000 attendees.

Loopy Hangzhou

- Visual Designer 4/2020-8/2020
- Collaborated weekly with various DJs to deliver live audiovisual performances using TouchDesigner and Resolume Arena.
 - Completed two performances per week, ensuring high-quality execution within tight schedules.
 - Monitored real-time audience feedback and ticket sales data, analysed trends, and refined show plans to enhance audience engagement and satisfaction.

Projects & University Experience

All Media Center of Zhejiang University of Communication

- Minister of Arts and Media 09/2019-09/2021
- Planned and coordinated shoots, managed on-set safety and collaborated with the Producer on budget oversight.
 - Directed scene calling, arranged actors and prepared all necessary elements for filming.
 - Keeping track of work schedules of all tasks, working with First AD, and organising all relevant documentation and paperwork.
 - Developed concepts with the copywriter and visualised them through sketches, storyboards, and rough drafts.

National Undergraduate Innovation Project --GAEML

- Team Leader: 04/2020-05/2021

Managed the project's public-facing and social media accounts.

National Undergraduate Innovation Project --China in the Context of Entropy with New Media Art

- Team Leader: 05/2018-05/2019
- Responsible for project-building cases, and concept reviews. Coordinates with team members on their work. And communicate with sponsors about the project's budget.

Honours

The third prize of the 2020 China University Students Computer Design Competition

Skills

- Skills: Microsoft Office, CRM, Photoshop, DSLR camera, photography, video editing, marketing, graphic design, Unity3D, TouchDesigner, C#, Java
- Languages: Mandarin (native), English (IELTS 6.5/ Fluent)