

Motion Designer | Visual Storyteller | AI-Assisted Design

2025 | Red Dot Award: Brands & Communication Design  
2025 | Communication Arts (CA) Award of Excellence

Education	Savannah College of Art and Design	Sep 2022 - June 2026
	— Master of Fine Arts • Motion Media Design (GPA- 4/4)	
	— Master of Arts • Illustration (GPA-3.94/4)	
	Zhejiang University of Finance & Economics	Sep 2018 - June 2022
	— Bachelor of Arts • Graphic Design	

Intern Experience	Tencent — (MoreFun Studio)   Motion & Interaction Design Intern <a href="#">[view project &gt;&gt;&gt;]</a>	Jun 2025 - Sep 2025
	<ul style="list-style-type: none"><li>■ <b>Real-time Implementation:</b> Engineered immersive in-game <b>VFX</b> using <b>Unreal Engine 4</b> and <b>Niagara</b>, optimizing complex animations into lightweight <b>sprite sheets</b> to ensure smooth performance on mobile platforms.</li><li>■ <b>UI Motion System:</b> Designed and shipped a <b>cross-feature UI motion system</b> (Shop, Social, Battle) for LoK World, defining transition rules and celebration states that are now <b>live in the open beta</b>.</li><li>■ <b>Cross-functional Collaboration:</b> Collaborated closely with <b>UI/UX designers</b> and <b>engineers</b> to implement assets, ensuring visual fidelity matched the design vision across iOS and Android.</li></ul>	
	Atlanta Downtown Improvement District — UI/Motion Design Intern <a href="#">[view project &gt;&gt;&gt;]</a>	Jan 2025 - Mar 2025
	<ul style="list-style-type: none"><li>■ <b>Kiosk Motion System:</b> Designed and animated <b>5+ high-fidelity looping screensavers</b> for interactive kiosks supporting the 2026 FIFA World Cup, specifically engineered to capture attention in high-traffic public areas.</li><li>■ <b>Brand System Translation:</b> Translated the city's new static visual identity into a <b>dynamic Motion Styleguide</b>, defining animation curves and transition rules for all digital signage.</li><li>■ <b>Prototyping &amp; Handoff:</b> Utilized <b>Figma</b> to prototype the exact transition logic from "screensaver mode" to "interactive mode," delivering production-ready assets optimized for <b>large-format 4K displays</b>.</li></ul>	
	NetEase — Illustration & Visual Design Intern	Jun 2022 - Sep 2022
	<ul style="list-style-type: none"><li>■ <b>Campaign &amp; Event Identity:</b> Led the visual identity design for NetEase's <b>25th Anniversary Sports Celebration</b>, creating a unified system that spanned from merchandise and promotional materials to <b>high-resolution large-scale visuals</b> for event venues. <a href="#">[view project &gt;&gt;&gt;]</a></li><li>■ <b>IP Rebranding:</b> Collaborated with major game studios (e.g., Identity V, Justice) to execute IP rebranding initiatives, delivering comprehensive visual assets that drove engagement across offline exhibitions and digital marketing channels. <a href="#">[view project &gt;&gt;&gt;]</a></li></ul>	

Featured Project	REVERIE — TYR Electric Car CG Promo <a href="#">[view project &gt;&gt;&gt;]</a>	Mar 2024 - Jun 2024
	<ul style="list-style-type: none"><li>■ <b>AI Efficiency:</b> Integrated <b>Generative AI workflows</b> (Midjourney) into the pre-production pipeline to generate moodboards, accelerating the concept iteration phase by <b>50%</b> and defining a "Cyber-organic" visual language.</li><li>■ <b>Storytelling:</b> Partnered with Industrial Design to create a cinematic narrative for a <b>Gen Z</b> electric vehicle concept. Managed the full pipeline from <b>storyboarding</b> to final <b>3D execution</b> using Cinema 4D and Redshift.</li></ul>	
	KINETIK Showcase 2025 — Event Title Sequence & Branding <a href="#">[view project &gt;&gt;&gt;]</a>	Mar 2025 - Jun 2025
	<ul style="list-style-type: none"><li>■ <b>Opening Title Sequence:</b> Collaborated with Creative Directors to design and animate the <b>Main Title Sequence</b> for the SCAD Motion Media Showcase, setting the energetic visual tone for the entire event.</li><li>■ <b>Modular Identity System:</b> Developed a scalable <b>3D icon system</b> (12 thematic icons) derived from the title sequence, creating a unified visual language adapted for digital signage and social media assets.</li></ul>	

Skills & Tools

Cinema 4D

Redshift

Unreal Engine

Maya

Houdini

After Effects

Midjourney

Runway (Gen-3 Alpha)

Lumiere

Google Veo

Figma

Premiere Pro

Photoshop

Illustrator

InDesign