

# Wenxin Yan

Atlanta, GA

Motion Designer | Visual Storyteller | AI-Assisted Design

2025 | Red Dot Award: Brands & Communication Design

2025 | Communication Arts (CA) Award of Excellence

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## 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 [\[view project >>\]](#)

Jun 2025 - Sep 2025

- **Real-time Implementation:** Engineered immersive in-game **VFX** using **Unreal Engine 4** and **Niagara**, optimizing complex animations into lightweight **sprite sheets** to ensure smooth performance on mobile platforms.
- **UI Motion System:** Designed and shipped a **cross-feature UI motion system** (Shop, Social, Battle) for LoK World, defining transition rules and celebration states that are now **live in the open beta**.
- **Cross-functional Collaboration:** Collaborated closely with **UI/UX designers** and **engineers** to implement assets, ensuring visual fidelity matched the design vision across iOS and Android.

### Atlanta Downtown Improvement District — UI/Motion Design Intern [\[view project >>\]](#)

Jan 2025 - Mar 2025

- **Kiosk Motion System:** Designed and animated **5+ high-fidelity looping screensavers** for interactive kiosks supporting the 2026 FIFA World Cup, specifically engineered to capture attention in high-traffic public areas.
- **Brand System Translation:** Translated the city's new static visual identity into a **dynamic Motion Styleguide**, defining animation curves and transition rules for all digital signage.
- **Prototyping & Handoff:** Utilized **Figma** to prototype the exact transition logic from "screensaver mode" to "interactive mode," delivering production-ready assets optimized for **large-format 4K displays**.

### NetEase — Illustration & Visual Design Intern

Jun 2022 - Sep 2022

- **Campaign & Event Identity:** Led the visual identity design for NetEase's **25th Anniversary Sports Celebration**, creating a unified system that spanned from merchandise and promotional materials to **high-resolution large-scale visuals** for event venues. [\[view project >>\]](#)
- **IP Rebranding:** 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. [\[view project >>\]](#)

## Featured Project

### REVERIE — TYR Electric Car CG Promo [\[view project >>\]](#)

Mar 2024 - Jun 2024

- **AI Efficiency:** Integrated **Generative AI workflows** (Midjourney) into the pre-production pipeline to generate moodboards, accelerating the concept iteration phase by **50%** and defining a "Cyber-organic" visual language.
- **Storytelling:** Partnered with Industrial Design to create a cinematic narrative for a **Gen Z** electric vehicle concept. Managed the full pipeline from **storyboarding** to final **3D execution** using Cinema 4D and Redshift.

### KINETIK Showcase 2025 — Event Title Sequence & Branding [\[view project >>\]](#)

Mar 2025 - Jun 2025

- **Opening Title Sequence:** Collaborated with Creative Directors to design and animate the **Main Title Sequence** for the SCAD Motion Media Showcase, setting the energetic visual tone for the entire event.
- **Modular Identity System:** Developed a scalable **3D icon system** (12 thematic icons) derived from the title sequence, creating a unified visual language adapted for digital signage and social media assets.

## 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