



# JIEHUIZI(Hazel) WANG

## PROFILE

I'm a multidisciplinary designer currently based in London, studying MA in Visual Communication at the Royal College of Art. Before that, I worked for 4 years in a creative agency and 1 year at a video platform company.

My experience spans across events, posters, films, packaging, store displays and storyboards, collaborating with brands such as Nike, Vans, FILA, and Skechers..... I also have experience working within an in-house brand department, where I was responsible for maintaining brand consistency across teams and managing the development and implementation of brand strategy.

Phone: +447881743886  
E-mail: hazell0v0@gmail.com  
Address: W11 1UE, London  
Artwork Website : <https://hazell.com/>

## SKILL

### /Illustration & Image Processing

Adobe Photoshop, Illustrator, Procreate  
Digital drawing, compositing, photo editing, storyboard

### /Video Editing & Motion Graphics

Adobe After Effects, Premiere Pro, TVPaint  
Video editing, animation, motion design, frame-by-frame

### /3D Modeling & Rendering

Cinema 4D, ZBrush, Blender

## Language

English: IELTS 6.0

Chinese: Native

## WORK EXPERIENCE

### 2021 - 2023 Art Director/UID Works Shanghai (Advertising agency)

- Analyzing briefs and insights from the consumer market, generated creative ideas and solution proposals.
  - Collaborated with colleagues to integrate outputs, oversaw the overall visual direction of projects.
  - Led and supervised execution in the post production.
- Engaged with a wider range of communication channels, such as large-scale offline interactive events, commercial video direction, and exhibitions.

### 2020 - 2021 Creative Designer/BILIBILI Shanghai (Video platform like YouTube)- Branding Department

- Led project proposals, providing planning and visual style proposals for events.
  - Led creative direction for brand campaigns, collaborating across departments to maintain consistency and innovation in visual storytelling of branding.
- Primary outputs include web design、Event planning、Brand image Promotion.

### 2017 - 2019 Senior Designer/UID Works Shanghai (Advertising agency)

- Assisted the director in focusing on resolving design issues, collaborated and communicated with the team to discuss visual idea directions.
  - Provided creative execution plans and produced reference.
- Primary outputs include key visuals, posters, digital materials, package design, and other basic promotional materials.

## EDUCATION

**Royal College of Art, London**  
**2024 - NOW**

Master of Arts

Major: Visual Communication Design

**Dalian Art College, China**

Bachelor of Arts

Major: Visual Communication Design

## ADDITIONAL

I enjoy coming up with playful ideas and love storytelling. I'd like to experiment with different styles and forms to bring ideas to life. I believe that exploring different formats is always about supporting a strong creative concept.

I like Wes Anderson and Tim Burton, I appreciate this absurd and humorous form, while also attempting to explore deeper underlying themes.. In MA, my research focuses on absurdity as a form of resistance to rationality, using performance and prop design to explore new possibilities in visual expression.

Welcome to visit my website for more information: <https://hazell.com/>