

deananli

Dean An Li
Multimedia Designer

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deananli.com

Experience

Marketing Communications Executive 02.2025
ProjectGuru – Singapore –current

Content creation across photo, video, and web.
Managed social media, lead gen, branding,
copywriting, and website design.

Visual Design Intern 02.2022
Woodwork – Amsterdam –06.2022

Worked with motion team on 2D/3D animation,
R&D, storyboarding, and concept development
for in-house and client projects.

Technical and Production Assistant 10.2021
Dutch Design Week – Eindhoven –10.2022

Supported live digital production in Dr. Ian
Biscoe's research lab, managing A/V mixing,
camera ops, livestreaming, and content creation.

Freelance Digital Artist 04.2021
Synthux Academy – Rotterdam –09.2021

Created illustrations for brand identity,
packaging, and merchandise across Synthux
Academy's product line.

Multimedia Journalist 03.2019
Model European Council – Frankfurt –03.2019

Produced photography, video, and written
content as part of the media team for MEC at the
European Central Bank.

Bubble Tea Barista 09.2017
8tea5 – Antwerp –09.2020

Handled F&B service and store ops; managed
event stations across Belgium and the
Netherlands, including Made in Asia.

Education

Design Academy Eindhoven 08.2019
Eindhoven, The Netherlands –07.2023

Bachelor of Arts in Design – Focus on multimedia
design through motion, installation, and
storytelling. Led projects from idea to execution.

European School Mol 09.2014
Mol, Belgium –07.2019

European Baccalaureate – Awarded Student of
the Year for creative contributions to school
community.

Skills

Motion & 3D
Blender, Cinema 4D, After Effects

Video & Audio
Premiere Pro, DaVinci Resolve, Ableton Live

Design & Layout
Photoshop, Illustrator, InDesign, Krita, Canva, Cargo

Interactive/Code
TouchDesigner, Processing, Resolume, OBS

Languages
English (Native), French (Writing), Mandarin (Speaking),
Dutch (Speaking)

Disciplines

Motion graphics, video editing, illustration, photography,
graphic design, 2D/3D animation, interactive media, art
direction, and storytelling.

Last updated 12.07.23