

Zhengyang Li (Leon)

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Education

Goldsmiths, University of London

9/2022 - 9/2024

- Degree: MFA Master of Fine Arts Degree
- Major: Computational Arts

Communication University of Zhejiang

9/2017 - 6/2021

- Degree: BFA Bachelor of Arts Degree
- Major: Fine Art Design of Theater, Film & TV

Work Experience

Day Day Drink London

Visual Designer

4/2025-8/2025

- Responsible for the entire process of new beverage packaging design, ensuring that the packaging design is highly consistent with the brand image, enhancing product market competitiveness and consumer purchasing desire
- Create new product posters and in-store visual materials, using innovative design concepts to convey product features, effectively attract target customers, and enhance brand recognition

Giant Hubs Ltd Ireland

Marketing and Event Creative Assistant

12/2024-2/2025

- Spearheaded dual-channel business development initiatives, generating £5,800 in transactions during a three-month internship.
- Executed market research and coordinated offline events, including poster design and social media management, to cultivate client relationships in UK & Ireland immigration investment and international student employment sectors.
- Developed comprehensive monthly reports for leadership, analyzing KPIs and creating strategic recommendations for team objectives.

Redbox Club London

Administrative Assistant & Visual Designer

6/2024-11/2024

- Led Redbox Club website design and development with responsive HTML/CSS, collaborating via Figma to optimize UI prototypes and interaction logic for enhanced user engagement.
- Designed holiday-themed digital and print materials using Photoshop and Canvas, creating illustrations and multi-size adaptations that improved seasonal promotion conversion rates.
- Coordinated administrative duties with design priorities while managing employee training, processing 30+ weekly orders, and handling procurement to ensure operational efficiency.

Mao Livehouse Beijing

Visual & Interactive Designer

4/2021-5/2022

- Unity-TouchDesigner Pipeline: Created **custom shader effects** in Unity for live performances, seamlessly blending outputs with TouchDesigner and Resolume Arena via Syphon/Spout for real-time projection mapping.
- Interactive Visual Systems: Leveraged Unity's Shader Graph and C# scripting to synchronize audio-reactive visuals with DJ sets, improving audience engagement across 30+ shows.
- Optimization: Streamlined rendering workflows between Unity and Resolume Arena, reducing latency by 20% during high-intensity performances.

Alibaba Web Cloud Conference Hosted by FCC Chengdu

VFX & Interactive Designer

11/2020-12/2020

- Unity VFX Development: Designed and implemented real-time particle systems using **Unity Visual Effect Graph** to create dynamic stage visuals aligned with the conference theme.
- Kinect Integration: Developed **motion-sensing interactions** by integrating Kinect SDK with Unity, enabling audience gestures to dynamically control particle effects and stage lighting.
- Collaborative Execution: Coordinated with technical teams to synchronize VFX with live presentations, enhancing the experience for 800+ attendees.

Loopy Hangzhou

Visual Jockey

9/2019-1/2020

- Unity VFX Prototyping: Developed **real-time generative visuals** using Unity's Particle System and HDRP, integrating TouchDesigner for post-processing shader effects (e.g., glitch, distortion).
- Cross-Platform Integration: Engineered a hybrid pipeline to sync Unity-generated 3D elements with TouchDesigner's real-time compositing, enabling dynamic stage backdrops for 50+ performances.

Exhibition & Event

- ***Don't Look Back, Orpheus***
UFO Terminal - Shanghai, China 20/04/2025
- ***Micro Oasis***
Indra Gallery - London, United Kingdom 11/03/2025 - 14/03/2025
- ***Eclipse Ballroom - The Camden Fringe***
The Courtyard Theatre - London, United Kingdom 29/07/2025 - 30/07/2025
The Cockpit Theatre - London, United Kingdom 19/08/2025 - 20/08/2025

Projects & College 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

04/2020-05/2021

- Team Leader: Managed case development and concept review, coordinated teams' work, and communicated with sponsors regarding project budget.

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

05/2018-05/2019

- Team Member: Managed project public promotion and social media accounts.

Honours

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

Skills

- **Skills:** Photography/Videography (DSLR, BMPCC, FX5), Short Video Editing, Graphic design, Kinect SDK, Real-time Rendering, Arduino, Teesuit, Noitom3 Suit
- **Software:** Microsoft Office, Canvas, Photoshop, Illustrator, Lottie, Unity, Unreal Engine, Figma, Capcut, Final Cut Pro, Blender, TouchDesigner, Resolume Arena, Max/Msp
- **Programming:** Web Design (HTML/CSS), JavaScript(Three.js, p5.js), Python(Touchdesigner), C#(Unity3D), IDE (Visual Studio, VScode, Rider, PyCharm), AIGC (Local deployment of StableDiffusion, Midjourney, etc.)
- **Languages:** English (Fluent), Mandarin (Native)