

# MAXINE YULING ZHOU

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## TECHNICAL SKILLS

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Motion Design, 3D modeling, Look Dev, Illustration, Character Design, Concept Design

Software: After Effects, C4D, Maya, Redshift, Lottie Animations, Blender, ZBrush, Substance Painter, Adobe Suite

Language: Fluent in English, Proficient in Mandarin

## EDUCATION

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**School of Visual Arts**, New York City, NY

May 2023 - Present

Master of Fine Art, Major: Computer Art (Motion Design & 3D animation)

**School of Visual Arts**, New York City, NY

August 2019 - May 2023

Bachelor of Fine Art, Major: Illustration

- GPA: 3.9/4.0

- Honors: Silas H. Rhodes Merit Scholarship (highest tier for four years), Jack Endewelt Memorial Award, merit-based award

## JOB EXPERIENCE

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**Lolly (Social App, IOS and Android) - Motion Graphic Designer**

February 2022 - February 2023

- Designed and animated visually compelling graphics, including Lottie emojis and app opening videos, using Blender and After Effects. Enhanced user engagement through captivating motion elements that reinforced brand identity.

**Posts & Telecom Press - Book Illustrator**, Remote

June 2021 - January 2023

- Created illustrations of traditional Chinese opera characters, including clothing, hairstyle, makeup, and stage design
- Rendered traditional Chinese etiquette visuals including postures and greeting manners.

**1107 Jewelry - Visual Development Artist**, New York City, NY

February 2022 - September 2022

- Designed the company website, selected and created color theme, font design, and product page layout.
- Created interactive and engaging visual development for new jewelry using illustration, graphics, and video.
- Assisted the jewelry designers with product design with fine art concepts.

**Jiamian Tech (Game Company) - Game Art Intern**, Shanghai, China

June 2020 - October 2020

- Created a character in the game Not a Fairy Tale, designed and created character appearance, originated the game plot for the character, assisted senior concept artists with coloring, and conducted internal beta testing.
- Made four illustrations of fan art for marketing purposes, used on the official website and nation-wide posters.
- Created and executed the promotion video of Werewolf on TikTok, with over 100 million views.

## PROJECTS

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**PopRice (Asian American Food) - Brand Designer, Illustrator**

September 2023 - February 2024

- Created illustrations and branding for PopRice.

**Qingdao Phoenix Music Festival 2023 - Key Vision Designer**

January 2023

- Created three official marketing posters and the festival's theme design, incorporating dynamic motion visuals.
- Produced diverse physical and digital promotional materials, including flags, stickers, and t-shirts.

## AWARDS AND EXHIBITIONS

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3X3 International Illustration Annual NO.20, Merit Award; 2023 New York IYAC TOP, Gold Award; Liminality, 2022

Visual Art Exhibition (New York/ California); Omni Art Expo 2021 (Xintai Warehouse, Shanghai, China); Empower Illinois drawing contest (Chicago); YIJIE 2022 (Beijing, China)