

# Maxine Yuling Zhou

Motion design / Illustration

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## JOB EXPERIENCE

### Lolly (Social App) – 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, 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 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

### PopRice – Brand Designer, Illustrator

September 2023 – February 2024

- Created illustrations and branding for PopRice.

### Qingdao Phoenix Music Festival – 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.

## EDUCATION

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

May 2023 – Present

MFA Computer Art  
(Motion Design & 3D animation)

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

August 2019 – May 2023

BFA Illustration

- GPA: 3.9/4.0
- Honors: Silas H. Rhodes Merit Scholarship (highest tier for four years), Jack Endewelt Memorial Award, merit-based award

## SKILLS

**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

## AWARDS & EXHIBITIONS

- 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)