



# JIEHUIZI(Hazel) WANG

## PROFILE

I'm an art director/motion designer currently based in London. I worked for 4 years in a creative agency UID Shanghai and 1 year inside an online entertainment platform BILIBILI (just like YouTube). I have just graduated MA in Visual Communication at the Royal College of Art (2025).

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.

## WORK EXPERIENCE

### 2025.8 - 2025.11 Motion designer internship / Golden Wolf (London)

Assisted in the early-stage development of visual directions for multiple commercial and cultural campaigns, including motion design exploration, animation testing, and key visual development. Collaborated closely with art directors and motion leads to translate conceptual briefs into dynamic visual outcomes that align with brand tone and client feedback. Supported the refinement of typography animation, transitions, and compositional rhythm across multiple shots to deliver cohesive, high-quality outcomes.

### 2021 - 2023 Art Director / UID Works Shanghai (Creative 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 (Creative 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 Collage of Art, London 2024 - 2025

Master of Arts

Major: Visual Communication Design

### Dalian Art Collage, 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://hazelll.com/>

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## 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