



Jack [Zaiying] Li

he/him/his
Graphic + Motion Design

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jackzl.com

Experience

07.2024-Present
**Social Media Video Producer/
Branding Associate**
LiftSync
Pasadena, CA

Create engaging video contents for social media and website design, design marketing materials, and develop content strategies. Maintain brand consistency, stay updated on industry trends.

01.2024-04.2024
Teaching Assistant
ArtCenter College of Design
Pasadena, CA

Assisted instructor Miles Mazzie with his Mediatecture course. Led critiques of project ideas. Helped students interpret their graphic design systems as physical installations.

11.2023-01.2024
Motion Design Intern
TH Experiential
New York, NY

Assisted the design team in creating social media materials, mockups, motion graphics, AR filter mockups, and presentation decks for clients including Kohl's, Eggo, McDonald's, and Pokémon.

Education

01.2019-04.2024
ArtCenter College of Design
Pasadena, CA

Bachelor of Fine Arts in Graphic Design
Minor in Business
Graduated with Honors
Emphasis in Motion Design

Recognition

11.08.2025
Communication Arts
Glimpse of Future (Interactive Annual)

01.2023-04.2024
ArtCenter Student Gallery
The Blink (motion design)
The Long Now (motion montage)

Group project:
The Quantum Billiard Lab (styleframes)

08.2022-04.2024
**ArtCenter Undergraduate
Continuing Scholarship**
ArtCenter College of Design
Pasadena, CA

Expertise

Strong working knowledge of:
Cinema 4D, Redshift, After Effects, Premiere Pro, Photoshop, InDesign, Illustrator, and Figma

Familiar with:
Lightroom, Glyphs, Processing, MadMapper, TouchOSC, and Slack

Other skills:
Art direction, brand identity development, generative design, creative coding, font design, letterpress, and DSLR photography

Languages:
English (fluent)
Mandarin (native)
Cantonese (native)