



EDUCATION		EXPERIENCE
09/2023–PRESENT PASADENA, CA ArtCenter College of Design Candidate for a Master of Fine Arts in Graphic Design Specialization in Brand Identity Development, Motion Design 08/2013–10/2016 LOS ANGELES, CA Otis College of Art and Design Bachelor of Fine Arts in Digital Media Specialization in Motion Design	Los Angeles, CA 310.936.0729	01/2020–Current Freelance Designer Collaborated with the agency’s creative directors, editors, and clients on various projects covering topics such as entertainment, culture, and technology. Throughout each project, Focused on maintaining clear communication with clients, efficient collaboration, and demonstrating self-motivation. Selected projects include show motion graphic package for Expert Mode, designed and animated show logo. Brand identity development for SASA Coffee Launch, coorditaed creative production, provided art direction, developed marketing materials, and created brand motion design. Social media advertising, FurryTail X Google, designed typography and animated it, Master Kang Ice Tea X NBA China, developed styleframes, Fleur de Prairie, worked with social media agency conceptualized, designed, and animated project.
EXPERTISE		
Proficient in Photoshop, Illustrator, After Effects, Cinema 4D, Redshift, InDesign Familiar with Lightroom, Premier Pro, Figma, Ableton Live, Touch Designer, p5.js Skills Brand Identity Development, Motion Design, Packaging Design, Music Composition Languages English(Fleunt), Chinese(Native)	hayleyadesign@gmail.com hayleyan.design	07/2022–08/2023 SHANGHAI, CHINA Motion Designer RADII MEDIA Designed and animated motion graphics using Photoshop, Illustrator, After Effects, and Cinema 4D to enhance visual storytelling in videos and explored topics in entertainment, art, food, fashion, and tech, resulting in higher click rates. 05/2021–07/2022 SHANGHAI, CHINA Creative Designer Ashtonish New Media Stduio Art directed, designed, and edited multimedia video content for clients including the entertainment brand WESING and a Chinese streetwear fashion brand THE MR YOUNG. Guided designers and animators for innovative in-house promotional videos, and streamlined production processes to ensure delivery. 03/2021–05/2021 SHANGHAI, CHINA Art Director GAB CHINA Led art direction for branded social media content, creating designs for luxury brand Richard Mille. Guided visual strategy and collaborated with marketing to implement creative direction while streamlining workflows with templates and guidelines.
RECOGNITION		
ArtCenter Student Gallery <i>The Taking</i> (motion design, Summer 2024) SOSIS (brand identity, Spring 2024) Space Adventures (brand identity, Fall 2023) Communication Arts 2024 Design Competition Space Adventures (brand identity), Shortlisted		09/2016–04/2023 LOS ANGELES, CA Freelance Motion Designer Projects included motion graphics for a Google TikTok ad, styleframe design for an NBA China TikTok ad, IG ad campaign for Fleur de Prairie, album cover design and treatment for indie band TheThree, and a lyric music video for an independent songwriter. 05/2017–12/2019 LOS ANGELES, CA Motion Designer REVOLT TV Designed and animated broadcasting packages, marketing materials, and social media content in-house. Enhanced REVOLT SUMMIT’s 2019 visual identity, ensuring a consistent presence across TV, social media, and live platforms. This effort earned accolades such as Best Multicultural Event from Event Marketer and media recognition from Billboard and Variety.