

EDUCATION

04/2024

ArtCenter College of Design

| Pasadena, US

Bachelor of Science (B.S.):

Entertainment Design

SKILLS

- Adobe Photoshop
- Digital Painting
- Maya
- Toon Boom Harmony
- Zbrush
- Blender
- Adobe Illustration
- Adobe After Effect
- Procreate
- Social Media Management
- 3D Animation Skills

LANGUAGES

- **English**
Bilingual
- **Chinese (Mandarin)**
Native
- **Japanese**
Fluent

YUCHENG LI



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PROFESSIONAL SUMMARY

Adept Designer with a history at Fudan University, showcasing a blend of technical prowess in Adobe Photoshop and exceptional project management skills. Excelled in transforming concepts into visually compelling stories, leveraging digital painting and social media savvy to elevate brand presence. Proven track record of delivering high-quality content with efficiency and creativity.

EXPERIENCE

07/2020 - 01/2021

Intern

Shanghai Animation Film Studio | Shanghai Animation Film Studio, Shanghai, China

- Gained experience, exposure, and knowledge of career-specific procedures and systems
- Trained in different positions and worked with a variety of personnel
- Collaborated effectively with a team of interns to complete group projects efficiently
- Helped create solutions for current team challenges
- Learned how to use various software programs such as Adobe Photoshop, Adobe Illustration.

01/2019 - 05/2023

Freelancer Designer

Fudan University | Fudan University, Shanghai

- Created high-impact posters for various events and campaigns, utilizing Adobe Photoshop, InDesign and Illustrator.
- Researched current trends in graphic design to ensure the most up-to-date techniques were applied in poster projects.
- Developed concepts, designs and layouts of marketing materials including posters, flyers and brochures to promote products or services.

02/2021 - 03/2021

Event Coordinator Intern

Nike | Nike, Shanghai, China

- Managed event planning and execution using strong attention to detail and communication skills
- Oversaw event day tasks and responded to last-minute changes and challenges
- Resolved any issues that arose during events in a professional manner while maintaining composure under pressure.

01/2018 - 01/2019

Freelancer Artist

Huanya Education | Huanya Education, Wuxi, China

- Created compelling artwork using a variety of mediums.
- Displayed strong attention to detail when finishing works by adding intricate details or textures.

01/2023 - 07/2023

Freelance Video Editor

Fudan University | Fudan University, Shanghai

- Added sound effects or music tracks to improve the overall quality of the final product.
- Managed projects from start to finish, including selecting music and sound effects.