

Experience

2023.6-8: NetEase - YanXuan Division - Innovation design center - Experience design department

Position: Marketing experience intern | Location: Hangzhou, China

- Participated in TianCheng's cat litter product public benefit **propaganda mini-game program**. It **collaborates with YanXuan, NetEase Cloud Music · Haruki Murakami Audio Season, and Shanghai Translation Publishing Press** to call attention to stray cats' poor living environment and give them a home by purchasing the cat litter package. I joined the project by **sketching the logo, creating visual elements, and organizing the design files**. I also did **motion designs** for some animation effects, and the propaganda program was launched on NetEase's official WeChat account.
- Created **visual designs** for YanXuan's self-branded products' **display images, marketing banners, and product manuals in a design team**. During the process, I did **detailed research** about upcoming products' competitors and popular design directions.
- Designed a set of TianCheng's brand characters' social media emojis and created **motion designs for the emojis** with another designer. Some of the emojis were used in YanXuan's own company's social media and were **favored by most employees**.
- Created **motion effect** for YanXuan's **TikTok channel pop-up window** and helped figure out **technical difficulties** in their activity's debut.

2024.5-7: NetEase - YanXuan Division - Innovation design center - Marketing design department

Position: Marketing design intern | Location: Hangzhou, China

- Participated in a **2-person AI research team** and deeply studied AI-generated short video. I wrote a **detailed document about AI video generation tutorials** and **analyzed the pros and cons of each platform**. I generated several **testing promotion videos** for YanXuan's car perfume products with Runway, Pixverse, Midjourney, and other AI platforms.
- Created **visual designs for NetEase Mail website's** Dragon Boat Festival's product propaganda banner and **helped promote and increase the sale of the product**.
- Researched industrial design companies that **helped the design department elect the studio** to produce the upcoming luggage product. I also created a **detailed mood board** to help with the design direction.

2024.7-8: Artslink

Position: Teaching Assistant intern | Location: Hangzhou, China

- Individually designed the **course concepts, teaching guidelines, and presentation slides** for a new summer **Desktop Publishing Software introduction class**. It is held for five sessions (each lasting for 2 hours) with a total of 8 students. I'm responsible for the in-class teaching and after-class assignment critiques.

Education

School of Visual Arts (BFA Design)
2021 Sep - 2025 May

Skills

Language: Mandarin, English

UI&UX Design	Godot game building (design and code)
Brand Design	p5.js coding
Graphic Design	AI image and video generation
Motion Design	Digital drawing
Type Design	
3D building and rendering	

Tools

Figma	AfterEffect
Adobe XD	CapCut
Illustrator	iMovie
InDesign	Spline
Framer	Dimension
Photoshop	Godot
Lightroom	Artivive
Procreate	Keynote
Aseprite	WPS Office

Awards

2024.10/4 - 10/5: Joined **3D & XR Designpreneurs Hackathon** as a group, and get **Certified Design Hacker** award.

2024.12 - 2025.3: Joined **D&AD New Blood Awards 2025** as a group.

2025.3: Individual product design project **Pomoto**, group product design project **Airbnb: Connect**, and group game design project **Echo's Tale** are selected into **SVA BFA Design & Advertising Spring Gallery Show: Debut 25**.