

EDUCATION		EXPERIENCE
<p>09/2023–PRESENT PASADENA, CA  <b>ArtCenter College of Design</b>  Candidate for a Master of Fine Arts in Graphic Design  Specialization in Brand Identity Development, Motion Design</p> <p>08/2013–10/2016 LOS ANGELES, CA  <b>Otis College of Art and Design</b>  Bachelor of Fine Arts in Digital Media  Specialization in Motion Design</p>	<p>Los Angeles, CA  310.936.0729</p> <p>hayleyadesign@gmail.com  hayleyan.design</p>	<p>07/2022–08/2023 SHANGHAI, CHINA  <b>Motion Designer</b>  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.</p> <p>05/2021–07/2022 SHANGHAI, CHINA  <b>Creative Designer</b>  Ashtonish New Media Studio  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.</p> <p>03/2021–05/2021 SHANGHAI, CHINA  <b>Art Director</b>  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.</p> <p>09/2016–04/2023 LOS ANGELES, CA  <b>Freelance Motion Designer</b>  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.</p> <p>05/2017–12/2019 LOS ANGELES, CA  <b>Motion Designer</b>  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.</p> <p>10/2016–12/2016 SANTA MONICA, CA  <b>Graphic Designer, Animator</b>  Coefficient Labs  Designed and animated graphics for clients on social media platforms, delegated tasks, and provided feedback. Supported the company and marketing director, significantly improving the client's ad-clicking rate within two weeks of launch. Clients included the tech-led product brands Sonic Cloud and Cyrano.</p> <p>05/2016–09/2016 CULVER CITY, CA  <b>Design Intern</b>  The Famous Group  Assisted the design team in creating advertising campaigns, motion graphics, spatial design, and case study material for clients, including Ford and NFL.</p>
EXPERTISE		
<p><b>Proficient in</b>  Photoshop, Illustrator, After Effects, Cinema 4D, Redshift, InDesign</p> <p><b>Familiar with</b>  Lightroom, Premier Pro, Figma, Ableton Live, Touch Designer, p5.js</p> <p><b>Skills</b>  Brand Identity Development, Motion Design, Packaging Design, Music Composition</p> <p><b>Languages</b>  English(Fluent), Chinese(Native)</p>		
RECOGNITION		
<p><b>ArtCenter Student Gallery</b>  <i>The Taking</i> (motion design, Summer 2024)  SOSIS (brand identity, Spring 2024)  Space Adventures (brand identity, Fall 2023)</p> <p><b>Communication Arts 2024 Design Competition</b>  Space Adventures (brand identity), Shortlisted</p>		