

Shengying ZHAO

Mobile: +1 4045781135 | Email: crowalker100@gmail.com

Website: <https://1477192554.wixsite.com/sarahzhao>

EDUCATION

Shaanxi University of Science and Technology -BFA Visual Communication Design	Sep 2019-Jun 2023
Savannah College of Art and Design -MFA Motion Media Design	Sep 2024-Jun2026

WORKING EXPERIENCE

Shanghai Smart City Development Institute	Aug-Sep 2023
--	--------------

Design Intern

- Engaged in smart city design projects centered around Shanghai Telecom capacity planning and design
- Contributed to facilitating the projects on the construction of multiple local streets in Shanghai

iTaxi!Capstone Animated Short Film	Mar 2023-Mar 2024
---	-------------------

Designer

- Design Tiers and poster for the short film, enhancing its visual appeal and audience engagement

Potato, fish, mushroom Capstone Animated Short Film	Jan 2023-March 2024
--	---------------------

Concept Artist

- Created and designed props for the short film, contributing to the visual storytelling and character development

Mortise Capstone Animated Short Film	Sep 2024-
---	-----------

Concept Artist

- Designed and illustrated rough storyboards for the short film, laying the foundation for visual direction and narrative flow

Niyati Capstone Animated Short Film	Sep 2024-
--	-----------

Concept Artist

- Illustration of the paintings

DESIGN PROJECTS

"Life Anatomy Book" Picture Book Design Designer	Jun 2023
---	----------

- Explored the future development background of the Metaverse and discussed the disputes over the coexistence of human beings and nature as well as technological development
- Designed the storyboards, characters, book proofreading, and derivatives

Package Design for Indo-Taiwan Apple Online Selling Project Member	May 2022
---	----------

- Conducted a thorough market analysis and discovered key issues in current market plans such as a lack of unique brand identity (common issue for agricultural products) with outdated packaging design
- Produced and optimized packaging design, highlighting the healthy and regional characteristics
- Modified advertising slogans, and incorporated illustrations of local architectural landmarks and tourist attractions.

UNIQLO "The Power of Clothing" of The 4th Young Stars China Member	2022
--	------

- Worked as a team to formulate comprehensive online and offline marketing plans
- Carried out market analysis to understand target customers based on SWOT brand analysis
- Brainstormed design ideas to create illustrations for advertising layouts and posters

AWARDS

Merit Award , iJungle Illustration Awards 2023 Book Category	2023
---	------

Award of Excellence , The 31 st Times Young Creative Awards for Anmuxi (Yili Group) Creative Environmental Design	2022
--	------

SKILLS

Language Skills: Mandarin (Native), English (Fluent)

Computer Skills: Photoshop, Adobe Illustrator, After Effects, Adobe Premeire, InDesign, Procreate, Toon Boom Software, Zoom, Discord, Microsoft Office

Other Skills: Digital Illustration, Photography