

Jocelyn Junyi Shi

Motion Graphic Designer.

Digital Designer.

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Portfolio

<https://www.junyishi.com/projects-8>

Address

London

About Me

A highly passionate and skilled motion graphic designer with expertise in visual storytelling. Adaptable across media, adept at using emerging technologies, selecting and utilizing suitable mediums for delivering innovative solutions.

Skills

- Motion Graphics
- VR/AR Experiences
- 3D Modelling
- Animation
- AI Image Making
- Sound Design
- Graphic Design
- Layout
- Illustration
- Photography
- Video-editing
- Storyboarding

Tools

- Cinema 4D
- Octane Render
- Unreal Engine
- Midjourney
- Marvelous Designer
- TouchDesigner
- Spark Studio
- Lens Studio
- Photoshop
- Illustrator
- After Effects
- Premiere Pro
- InDesign
- Audition
- Figma

Awards

A'Design Award & Competition,
Silver A'Design Award

CGDA (China Graphic Design Association),
Multimedia Bronze Award

Languages

English

Mandarin

Experience

Snap Inc. × RCA Lab, Digital Designer

Feb - Aug, 2023 | Contract | London, UK

- Was selected from hundreds of Royal College of Art students' applications to participate in this project, collaborated on AR development project for new generation Spectacles in partnership with Snap Inc.
- Designed 3D graphics, related interactions, and user experience; showcased outcomes at Snap exhibition in London, South Kensington.
- Designed posters and caption layouts, and produced related visual materials for Snap Exhibition.
- Reported the final project outcome to the senior manager independently.

China Merchants Bank, Graphic Designer

Apr - Jun, 2023 | Freelance | Remote

- Collaborated with China Merchants Bank and Luoyang Municipal Government Health Committee to optimize visual design of existing interface for healthcare application, which has over 5.4 million user registrations.
- Ensured visual designs met usability and website standards, prepared project briefs, and presented concepts to stakeholders in fast-paced environment.

Shanghai UQI Art Studio, Talents (Digital Artist)

Nov, 2022 - Jan, 2023 | Contract | Remote

- Led team from creative concept development to final delivery for 3D motion graphic NFT art project that had its initial release priced at approximately £280 each and issued total of 500 editions, yielding substantial profits for client.
- Worked closely with both 3D and 2D departments, spearheading idea development, aesthetic direction, and 3D/2D design efforts while efficiently organizing project workflow and timelines.

PayPal, International Intern (Graphic Design)

Jun - Sep, 2021 | Internship | Shanghai, China

- Designed visually creative solutions and produced graphic designs for international PayPal conferences and associated campaigns.
- Designed online publicity materials for internal departments of the company, including 2D motion banners, newsletters, emails, invitations, and various visual tasks aligned with the company's branding guidelines.
- Assisted senior graphic designers of departments in creative design.
- Operated Company's WeChat official account and designed activity posters.
- Participated in video production and editing.

Education

Royal College of Art, Master of Arts in Digital Direction

2022 - 2023 | London, UK

- Explored the future of storytelling using emerging tools and technologies, such as Virtual Reality (VR) and Augmented Reality (AR).

Jiangnan University, Bachelor of Arts in Visual Communication Design

2018 - 2022 | Wuxi, China

- Acquired a strong foundation in visual design encompassing branding, Logo design, typography, poster design, printing, etc.