



MENGYI (MANDI) ZHUO

Motion Designer/ UI/UX Designer

Education

01.2021 **University of Southern California(USC) - Los Angeles**

- 05. 2023 *Master of Fine Arts - Design*

06.2016 **School of Visual Arts(SVA) - New York City**

- 05. 2020 *Bachelor of Fine Arts - Advertising*

Work Experience

05.2021 **Three X**

- 08. 2021 *Junior Creative Designer*

Directed a collage-style Animation that serves as a historical introduction to cruise tourists. Communicated with stakeholders through self-created storyboards in Photoshop. Attract people who are interested in Chinese navigation history. Improved tourist satisfaction score by 20% and user engagement by 15%.

05.2019 **Chiel Worldwide**

- 08. 2019 *Creative Internship*

Collaborated with creative director about local food discovery for UI game. Individually design 80% UI, icons, and visual style based on design style guidelines. Attracted 15% of potential users to know about Cantonese food and attend offline test drives.

Responsible for E- Vehicle racing UX/UI Design in IOS& Android platforms. Collaborated with the art director to design all UI by Figma and made the publicized videos by After Effect. Publicizing the Electronic technology for Volkswagen in China.

Involved Volkswagen rebranding project for the China region to attract the young generation to the electronic car style based on design style guidelines given by German Office. Through the benchmarking and interview, identified the new colors palette, typography, and icons.

05.2018 **Ogilvy**

- 08. 2018 *Design Internship*

Individually Responsible for Coffee Bean Knowledge Quiz UX Design on WeChat, including icons, graphic and interface. Assisted in photo editing and created ice-coffee drink recipes in a series of OOH posters launched in China, also assisted in the packaging design for the gift set. New Packaging of product increase 12% sales avenue.

Participated in a TV Commercial shooting, Assisted the creative director in preparing screen design/ stage design, identified the video visual style and improved user engagement by 70%.

Skills *Adobe Creative Suite, Figma, TouchDesigner
Prototypes, Storyboarding, User Flows*