

Shi Junyi

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Portfolio:



Education

Royal College of Art, Master of Digital Direction

London, UK | Dec. 2022-Aug. 2023

Jiangnan University (211 Project), Bachelor of Visual Communication Design

Wuxi, China | Sep. 2018-Jun. 2022

Work Experiences

Thomas Clement Creative Consulting (Shanghai) Co.,Ltd., Visual Designer

Shanghai, China | Nov. 2023-Jul. 2024

- Key Responsibilities:

- **Peacebird Project:** (1) Ideated the design concept for the flagship store installation, using Photoshop for floor plan design, and utilized Cinema 4D for 3D modeling to create installations that are functional, aesthetically pleasing, and engaging, successfully implemented in the large flagship store; (2) designed store visual concept for the brand Ledin (a sub-brand under Peacebird,) under Peacebird;
- **Qipai VI Design Project:** Conducted brand VI upgrade design, leveraging Illustrator and Photoshop for brand packaging design, and developed a brand manual to ensure the brand's uniqueness, receiving positive feedback from clients;
- **Bosideng Project:** Developed flagship store installations and dynamic visuals that aligned with Bosideng's brand identity, based on a deep understanding of the brand's style.

AI TECH, Motion Graphics Design Intern

London, UK | Aug. 2023-Sep. 2023

- Designed motion graphics for math subjects for an online education platform, using Adobe After Effects for animation and Premiere for video editing, making the teaching process more accessible and understandable;
- Coordinated with copywriters and graphic designers to explore inclusive design concepts targeted at youth in Europe and North America, transforming complex scientific ideas into easy-to-understand animated videos.

PayPal, Design Intern

Shanghai, China | Jun. 2021-Sep. 2021

- Provided creative visual solutions for PayPal's international conferences and related events, designing and producing online visual content such as banners, newsletters, and invitations for the domestic market;
- Designed event posters and long images for the company's WeChat official account;
- Ideated a comprehensive visual design plan for the celebration of the PayPal Shanghai Development Center's establishment and edited the event video.

Project Experiences

Amazing Panda & M Stand Collaborative Promotional Video Design, Personal Project

Shanghai, China | Aug. 2024-Sep. 2024

- **Overview:** Achieved targeted promotional effects, attracted the desired audience, and enhanced brand awareness;
- **Responsibilities:** Acquired an in-depth understanding of the collaboration theme between Amazing Panda and M Stand, as well as the product content, to determine the design style for the promotional video; and independently produced the promotional video, including creative conceptualization, visual material collection, and animation production;
- **Outcome:** Successfully delivered the promotional video, which was launched on social media and effectively contributed to the campaign's success.

3D Digital Collectibles Design for Hunan TV "Escape Room" Program, Team Project

Shanghai, China | Nov. 2022-Jan. 2023

- **Overview:** Designed aesthetically pleasing collectibles that aligned with the overall style of the program based on client requirements;
- **Project Responsibilities:** (1) Liaised with the client to gather specific needs, and coordinated the team to assign tasks, and sought design inspiration; (2) created flat designs for the digital collectibles based on the determined style, and modeled them using Cinema 4D and rendered them with Octane to present 3D visualizations;
- **Personal Responsibilities:** Led creative development, contributed to both 2D and 3D design to ensure product aesthetics, coordinated the overall workflow, and developed a timeline to ensure precise execution and timely delivery of the project;
- **Outcome:** The product generated significant discussion upon launch, priced at 2,580 RMB per set, and received numerous positive reviews.

Snap Inc. & RCA Snap Lens Lab: Exploring the Potential Uses and Impact of Augmented Reality Technology, Team Project

London, UK | Feb. 2023-Sep. 2023

- **Overview:** Visualized the growing issue of air pollution through augmented reality (AR) technology and raise awareness about geographically sensitive areas based on real-time data from specific locations;
- **Project Responsibilities:** Investigated the sensitivity of lichens to air pollution, proposing their integration into AR experiences as real-time air quality indicators, and developed a concept for Snap Spectacles that visualizes changes in lichen color, shape, and sound to enhance user awareness of air pollution levels;

- **Personal Responsibilities:** Spearheaded overall project planning and execution, created interactive designs for the AR filter, including 3D modeling and template development, and managed installation and presentation of the final work.
- **Outcomes:** Collaborated with Snap Inc. to develop an innovative AR project for the next generation of Snap Spectacles, successfully distinguishing our team among hundreds of applicants; and presented the project at an exhibition at Cromwell Place Gallery in South Kensington, London, garnering enthusiastic feedback from attendees.

Awards

- 2022 China Packaging Creative Design Competition - Second Prize
- 2021 Cross-Strait New Design Competition - Huacan Award, First Prize in East China Region
- 2021 Italy A' Design Award & Competition - Graphic, Illustration, and Visual Communication Design - Silver Award
- 2021 Milan Design Week Outstanding Works Exhibition of Chinese University Design Disciplines - Second Prize
- 2021 CGDA (China Graphic Design Association) Award - Bronze Award

School Experience

Cycling Club of Jiangnan University, Head of Promotion Department

Wuxi, China | Sep. 2019-Jul. 2022

- Conducted visual design for cycling events in Jiangsu Province, including designing the commemorative T-shirt for the 2019 Taihu Lake Cycling Event. Organized design competitions and recruitment activities for the club.

Skills

Languages: Chinese (native), English (IESOL-High Pass);

Technical Skills: Cinema 4D, Octane Render, Midjourney, Stable Diffusion, Runway, Adobe Photoshop, Adobe Illustrator, Adobe After Effects, Adobe InDesign, Adobe Premiere, etc.