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## Education

### Parsons School of Design

2018-2020 | New York, United States  
MFA, Design and Technology

### Dalian Maritime University

2014-2018 | Dalian, China  
BEng, Software Engineering

## Skills

### Design

2D & 3D Motion Design, Hand-drawn Animation, AR & VR Experience Design, Game Design, Web Design

### Software

Adobe Suites, Cinema 4D, Octane, Figma, Cavalry, Rive, Unity3D, TouchDesigner, Processing

### Development

HTML, CSS, JavaScript, p5.JS, C#

### Languages

Mandarin (Native), English (Fluent), Japanese (Basic)

# ZIYUAN WANG

User Experience & Motion Designer

## Work Experience

### NIO

2024-now  
Shanghai

#### Lead Motion Designer

- Responsible for the user experience and motion design of the NIO, ONVO, and Firefly apps.
- Responsible for the visual quality of 3D vehicle models in the app's configurator and car control.
- Responsible for interaction experience design for sales-side tools.

### TikTok

2023-2024  
Shanghai

#### Senior Motion Designer

- Lead motion video design for TikTok's overseas operations, creating assets for departmental brand identity, product feature promotion, official business account video packaging, product prototyping, and offline marketing materials.
- Streamlined the motion video production workflow, leveraging internal resources to cut down on communication and asset sourcing costs.
- Developed and maintained TikTok's motion design system, while exploring and sharing emerging motion design tools and industry trends.

### ReflexDesign

2022-2023  
Shanghai

#### Junior Motion Designer

- Created launch and campaign videos for brand releases, supporting the motion execution of brand concept proposals.
- Delivered animation assets for social media campaigns, as well as product motion assets for in-brand App experiences.

### Tencent Games

2020  
Shanghai

#### Game Operations

- Participated in gameplay design for commercial events of strategy game products.
- Collaborated with a 6-person team to design and build a full indie game demo over a 2-week sprint.

## Awards & Honors

### The 3<sup>rd</sup> Art and Design Innovation Future Education Expo - FutureLab

West Bund Dome Art Center, Shanghai, 2021

Thesis work *The Last Peach Blossom* Selected for Exhibition

### Parsons School of Design Department Chair Scholarship

New York, NY, USA, 2018-2020