

Ace Ji

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OVERVIEW: **Visual Artist** with 4+ years experience creating visual experience using the art of **motion graphics, animation, graphic design** and **creative direction**. Looking for an opportunity to help companies build a strong and iconic brand.

SUMMARY: **Storytelling** is what has led me to win in multiple animation festivals and work in commercial and research-oriented design projects in **motion design, branding design, social media,** and **digital strategy**. **Creative Design** is the visual product of my cross-disciplinary background in branding, animation and fine arts.

EXPERTISE:

• Motion Graphics	• UI Design	• Creative Direction	• Visual Development
• Animation	• Video Editing	• Branding & Identity	• Mentoring Skills

EXPERIENCE: LVLV | MOTION DESIGNER (12/2020 - PRESENT)

- Worked with multiple brands including streaming/media: HBOmax, AT&T, Xfinity, Peacock; finance: Bloomberg, Credit Karma; Cosmetics: Maybelline, L'Oréal, Dove, La Roche-Posay, etc.
- Created new visual branding, templates and motion graphic toolkits.
- Produced and edited promotional and instructional video content for social media and online commercials.
- Researched and analyzed brand tracking, market trends, consumer needs, and the competitive landscape.
- Deliverables included animation, video, visual design, infographics, and storyboard.

Purplemonkeys.co & Musifai inc. | LEAD DESIGNER (01/2019 - 01/2020)

- Created brand identity for Chozn, a direct-to-consumer e-commerce client, by delivering logo design, photography, website design, business cards, visual identity and GIFs.
- Created brand identity for *Detective Pikachu* (the movie) by designing their or bag, T-shirt, Camera Case, etc.)
- Video editing and directing vlogs and TikTok videos for Victoria Swarovski, etc.
- Researched and analyzed brand tracking, market trends, consumer needs, and the competitive landscape.
- Built, mentored and led a creative team consisting of a Jr. designer and copywriter.
- Reviewed and approved work done by the creative team in the production of all web, print, video and digital marketing collateral.

Skeleton Star Studio | LEAD DESIGNER (11/2018 - PRESENT)

- Managed content strategy for both small-scale and large-scale projects for the independently owned video game studio.
- Led digital brand design, created compelling content and oversaw design development for the brand.
- Reviewed work, troubleshoot and provided feedback to creative teams.
- Led the UI design efforts for the game menu as well as created textures for 3D models.
- Led all other creative design projects for gameplay and other visual assets.

Frugalops.com | VISUAL ARTIST - Freelance (02/2018 -12/2018)

- Created UI design and motion graphics for the Frugalops.com website and mobile app.
 - Produced and edited educational videos for the company's clients.
 - Took care of video-related post-production responsibilities.
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EDUCATION: PRATT INSTITUTE '17

Master of Fine Arts in Digital Arts | GPA: 3.88 (with distinction)

SHANGHAI UNIVERSITY '12

Bachelor of Engineering in 3D Arts | GPA: 3.4

TOOLS:

• Photoshop	• Cinema4D	• Premiere	• 3D Modeling
• After Effects	• Maya	• Illustrator	• RealFlow
• Flash	• Unity3D	• Toonboom	• Composite

FILM FESTIVALS: • Birds of a Feather • Masterpiece • Endless Ripple • Double V • The Persistence of Pixels