

Zhen Bi

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Hello, I am a student majoring in Visual Communication Design now.

During my past study and internship, I have participated in several team projects and have rich experience in teamwork, able to communicate effectively with members. In addition, I'm familiar with interaction design methods and processes, and can use interaction design tools skillfully. I have a great curiosity about new things and can always generate some fun ideas.

EDUCATION

MFA in Visual Communication Design

08 / 2020 —— Now

Rochester Institute of Technology

College of Art and Design

GPA : 3.730/4.0

Related Courses :

Web and UI Design / Typography / Digital Design in Motion / 3D Modeling and Motion / Proj Des and Implementation / Interaction Design

BA in Animation

09 / 2015 —— 06 / 2019

Central China Normal University

GPA : 3.478/4.0

Related Courses :

UI Design / 3D Character Art / Proj Des and Implementation / Digital Imaging and Video Effects / Visual Modeling Arts

WORK EXPERIENCE

UI Designer Intern , P&M Department

08/2021 - 11/2021 NIO

Work content

- Power swap station HMI high-fi design(both Chinese and English version)
- Platform "Owl" logo design
- Platform "Welkin" UI redesign
- Bluetooth offline upgrade applet design

Duty

- 1.Responsible for the high-fi design of power swap station HMI, carry out the UI design of functions according to the demand from product manager and communicate effectively with engineers to ensure proper use of all functions.
- 2.Responsible for the logo design of AI algorithm platform "Owl". Ten alternative logo are provided in one day, and the final logo is selected after three revisions in two days.
- 3.Communicate with the engineer about the wireframe, and complete the high-fidelity design of the mobile Bluetooth offline upgrade applet in two days and pass the design successfully.
- 4.Planning the department's energy product development conference from zero to one with one colleague in three days. Mainly responsible for the design and production of posters, PowerPoint, prompt hand cards, and hand raised boards.

Art Editor Intern , R&D Department

09 / 2018 —— 11 / 2018 Changjiang Children's Press Co., Ltd

Work content

- Spring 2019 "Early Childhood Products Subscription Catalog" cover design
- The insert page design of the textbook "Learning by Doing"
- Design the cover of the support material for the textbook "Learning by Doing"

Duty

1. Responsible for the cover design of the Spring 2019 "Early Childhood Products Subscription Catalog". Editor chooses one of the six editions as the cover of the final catalog.
2. Responsible for the design of the insert page for the spring 2019 kindergarten textbook "Learning by Doing", two versions of the design and the illustrations are finally put into use.
3. Participated with other editors in the design of the teaching aids passport for the spring 2019 kindergarten textbook "Learning by Doing", and a series is selected as the design of the final teaching aids passport.

TOOLKIT

Adobe Photoshop

Adobe Illustrator

Adobe Premiere

Adobe After Effects

Adobe InDesign

Sketch

Figma

Cinema4D

Blender