

Cunbo Li

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Education

Raffles College of Design and Commerce, 2009.4 to 2012.5

Bachelor of Design, Majoring **Multimedia Design**

Key Subjects

- User interactive design
- Digital illustration
- Image processing
- 3D techniques
- Interactive media design
- New media development

Extracurricular Activities

The World of Chinese Promotion Kit, 2011.7 to 2011.9

- Served as mutual designer and graphic designer
- Participated in Visual Identity project
- Designed promotion kit including mug, pen, T-shirt etc. and highly regarded by the editor and other judges

REDA Fabric for men's clothing company, Italy, 2011.4 to 2011.6

- Appointed as graphic designer, photographer and installation designer
- Participated in designing of installation art and graphic art based on men's clothing fabric
- Demonstrated its corporation culture and a theme of environmental protection through our design

Global Times, 2011.3 to 2011.4

- Appointed as illustrator and graphic designer
- Responsible for reading and apprehending given material hence designing and producing appropriate illustration
- Successfully selected to publish on Global Times 2011.4.1

Career Experience

Ogilvy & Mather Beijing, 2013.3 to 2014.8

Redworks Department

- Worked as flash designer
- Responsible for interactive advertise, programming, material processing and animation design

- Performed outstandingly in Volkswagen 3D Visualizer project and Mercedes Benz E-Class advertisement project
- Enhanced sophisticate communication skills and shaped overall perception of advertisement production

MPMP Fashion Studio, 2013.2 to 2013.5

- Served as Web Designer & Developer
- Designed the official website of the studio and in charge of its maintenance; server management operational testing and debugging

Pfizer China, 2012.1 to 2012.4

- Served as graphic designer
- Designed internal publicity materials
- Organized training of IOS operating system and its application for colleagues

Professional skills

Operation system: MAC; Windows; IOS; Android

Application program: Unity 3D; Zbrush; Maya; Photoshop; Dreamweaver; Edge Animation; Adobe Illustrator; Premiere Pro; Flash Professional; Flash Builder; After Effects; Topogun; UV Layout

Programming language: C#; CSS; ActionScript3; HTML5; JavaScript

Others: Digital drawing