JIAYI LI
New Media Designer + Techinical Artist

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WORK EXPERIENCE

East China Architecture Design & Research Institute
Technical Artist, Part-time
Oct. 2023 - Feb. 2024   Remote
- Designed and developed art pipeline for a custom-built construction software in Unity, leveraging advanced features like shader graph and particle system.
- Created modular architecture, furniture, and accessories using 3D modeling, texturing, and Unity integration.
- Implemented a scalable visual system and ensured seamless asset integration from external software to Unity.
- Established efficient online collaborative workflow with co-workers using tools like Figma, Notion, and Plastic SCM.

East China Architecture Design & Research Institute
Software Design & Development Intern
Sept.- Nov. 2022   Shanghai, China
- Developed a Unity-based 3D real estate display software prototype, featuring building-furniture customization and interior roaming functionalities. Collaborated within an agile team environment to ensure successful implementation.
- Created a VR house viewing prototype, offering potential plans and driving project sustainability.

EXTRACURRICULAR EXPERIENCE

WINGS Games Funding Indie Game Developing Competition
Artist, Level Designer
Mar. - Apr. 2023   Remote
- Orchestrated style conceptualization, scene design, Unity terrain design, character design,3D modeling and asset integration, culminating in a collaborative endeavor to produce an open-world RPG game demo.

Nuverse 48h Game Jam 2022 - 2nd prize
Team leader, Designer, Artist
July 16 - July 18 2022   Remote
- Conducted work division, progress control and the final presentation. Achieved top result within 48 hours by quickly developing the game frame to make the team operate efficiently and demonstrating the gameplay clearly in demo trial session.
- Unified the gameplay and art style to improve completion by engaging in both art and coding.

DigitalFUTURES workshop 2022 - Performative AI: Neural Models + Agents
Technical Artist, Individual work
June 25 - July 03 2022   Remote
- Conducted a reconstruction between pixels and voxels by generating and converting AI images into 3D models using deep learning models and creating dynamic virtual space using Unity VFX tools.
- Demonstrated strong self-learning skills in a short time and excellent software proficiency in Unity, Blender and Houdini.

Digital Animation and Entertainment Lab of Tongji D&I
Level & Landscape Designer of The Oceanarium Submarine Project
Mar. - Apr. 2022   Shanghai, China
- Designed and developed two game levels with realistic and optimal deep sea effects in Unity URP. Conduct asset integration from World Creator.

EDUCATION

Aalto University
Sept. 2023 - Present
Espoo, Finland
Master of Arts in New Media
Honors: 100% waiver Scholarship

Tongji University
Sept. 2018 - July. 2023
Shanghai, China
Bachelor of Engineering in Historical Architecture Conservation
Score: 91.37/100

SKILLS

Design
Game Design   Level Design
3D Modeling   Art Assets Integration
Web Development   UI Design
Agile Development   Prototyping
Embodied Interation
Architecture Design

Software
Unity	+ + + + +
Blender, Substance Painter	+ + +
Stable Diffusion	+ + +
Photoshop, Illustrator	+ + + +
Premiere, After Effects	+ + +
Figma, InDesign	+ + + +
Sketch Up, Rhino, CAD	+ + + + +
Office Package	+ + + +

Coding
C#	+ + +
Python	+ +
Javascript	+ + +
Html + CSS	+ + + +

Language
English	+ + + +
Chinese	+ + + + +

AWARDS

DGL International Creative Arts Competition 2022
2nd prize

10th National College Digital Art & Design Awards 2022
3rd prize of Shanghai

Tsinghua University 72h Future Game Jam 2022
3rd prize & popular prize