

JIAYI LI

New Media Designer + Technical Artist

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WORK EXPERIENCE

East China Architecture Design & Research Institute

Technical Artist, Part-time

Oct. 2023 - Jan. 2024 Remote

- Designed and developed the art pipeline of a 3D construction software using advanced Unity editor features like shader graph, particle system.
- Designed and implemented the whole visual & UI system as a scalable solution. Ensured the asset integration from external software to Unity.
- Established and achieved efficient online collaborative workflow with co-workers using multiple online tools such as Figma, Notion, Plastic SCM.

East China Architecture Design & Research Institute

Software Design & Development Intern

Sept.- Nov. 2022 Shanghai, China

- Designed and developed a 3D real estate display software prototype using Unity, including multiple functions such as building-furniture customization, and interior roaming, collaborated with the team to practice and achieve the agile development.
- Developed experimental VR house viewing prototype, provided possible plans and achieved sustainable development for the project.

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 Asset Integration
Web Development UI Design
Agile Development Prototyping
Embodied Interaction
Architecture Design

Software

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

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