Zongyu LI

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EDUCATION

University of Leeds   09/2024 - Till now

- Master of Design
- First semester grades: DESN5127M: 67.6/100, DESN5130M: 68.75/100
- Core Modules: Design Explorations and Practice, Creative research skills, Design Research and Integration, Service and Social Design for Innovation

Chengdu University of Technology   09/2020 - 06/2024

- Bachelor of Fine Arts in Visual Communication Design
- Cumulative GPA: 85.1/100
- Honor: Outstanding Graduate
- Core Modules: User interface interaction design, Graphic design, video editing, dynamic animation, book binding design, oil painting

EXTRACURRICULAR EXPERIENCE

9th China International College Students' "Internet+" Innovation   06/2023 - 08/2023
and Entrepreneurship Competition

My contribution:

- Old town revitalizing project: background investigation, brand building, plan formulating, and artistic design(logo, webpage, branding)
- Acted as project coordinator and visual designer, and delivered final presentation on behalf of the team to win the provincial silver prize

Visual Creation Practice   06/2023 - 07/2023

- Researched the theme of "Bashu Culture" (Bashu: two ancient cities of Sichuan) and settled on Sanxingdui Relics and *The Classic of Mountains and Rivers* (an ancient Chinese encyclopedia) as creation inspiration
- Practice output: an bookbinding design titled "From Myth to Reality"

Artistic Practice Field Trip   10/2022 - 12/2022

- Visited Jiezi Ancient Town, Chengdu Tianfu Art Museum, Wugen Mountain Bamboo Craft & Art Park, Chengdu Research Base of Giant Panda and other signature sites in Chengdu, and drew inspirations from traditional handicraft, national dress, ancient architecture, culture and history, etc.
- Practice output: illustrations and cultural and creative product designs with "Chengdu Covered Tea" background and "Panda" image; designs fit to used in teapot, tea package, shopping bag, badge, T shirt, poster, etc.

Outdoor Color Painting   03/2022 - 05/2022

- Completed 15 color paintings to explore color relationships and artistic demonstrations
- With Campus as background, paintings covered story-telling elements such as buildings, walls, doors, bicycles, etc.

Traditional Arts and Crafts Research   12/2021 - 01/2022

- Visited the starting point of the Southern Silk Road, Chengdu Museum, Chengdu Biennale, and Sichuan Museum to understand the history and development of traditional arts and crafts, appreciate the combination of traditional and modern art, and collect materials for future creation

Visual Communication Design Element Research   06/2021 - 07/2021

- Conducted surveys in national and international markets of visual communication design and followed the latest styles, ideas, and industry trends
- Made field trips to five strong vision sites to get first-hand experience of visual communication design

INTERNSHIP

Teaching Assistant (IELTS Speaking), WEX   07/2024 - 09/2024

- Assisted in IELTS Speaking training for students, leveraging personal IELTS 7.0+ speaking score
- Provide one-on-one tutoring and feedback to improve students' oral fluency
- Designed practice materials and mock test scenarios to enhance real-world speaking confidence

Junior Barista, Starbucks   07/2021 - 09/2021

- Trained to master the skills to make and pack over 30 kinds of coffee/drinks and gained knowledge on the storage methods shelf life of coffee beans and other ingredients
- Provided standard ordering service to over 1,000 customers, and enhanced communication skills and work efficiency

during the process

AWARDS

- Silver Prize, 9th China International College Students' "Internet+" Innovation and Entrepreneurship Competition (national level)
- Third Prize of Sichuan Region, 2023 11th National College Digital Art & Design (NCDA) Awards (national level)
- Third Prize of Sichuan Region, 2023 Milan Design Week-China Design Exhibition (national level)
- Third Prize of Sichuan Region, 2023 11th National College Digital Art & Design (NCDA) Awards (national level)
- Second Prize of Sichuan Region, 2022 10th National College Digital Art & Design (NCDA) Awards (national level)
- First Prize, 2022 Sichuan Province Original Animation Contest for College Students (provincial level)
- Second Prize, 2021 Sichuan Province Original Animation Contest for College Students (provincial level)

SKILLS

- Software: Photoshop, Procreate, Adobe series, Office series, Figma, TouchDesigner, Arduino, Blender, XD, 3Dmax, C4D, Nomad, WeChat Official Account Backstage, XIUMI
- Language: Mandarin, English, Japanese