Dane Lui
Digital Designer & Producer

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Instagram (@pasteleftdane) | Behance (behance.net/daien_lyu) | LinkedIn (linkedin.com/in/daienlyu) | Portfolio (danedesign.github.io)

A skilled graduate from RMIT University with a specialisation in VR/AR Interactivity and UI design. Proficient at a wide range of industry-standard tools and seamlessly collaborates with them versatilely. Equips production experience in game design, graphic design and production in advertising. Been recognised by prestigious groups including 2020 Adobe Award Winner and 2022 RMIT Dean's special mentions.

EDUCATION

Master of Animation, Games and Interactivity
2021 - 2023 · RMIT University, Melbourne

- Specialised in further interactivity, and have been positively remarked on the creativity of storytelling and animation techniques.
- Deep training on rapid thinking and project implementation, leading to systematic visual identity building.

EXPERIENCE

Software Developer (AR) · RMIT University
Nov 2022 (Internship)

- Worked on as the team "RMIT Chemistry AR app of STEM"
- Dedicated to developing chemical reaction demonstrations in 3D
- Focused on educational purpose that is the visualisation the knowledge and foundation of learning materials

Web Designer & Developer · RMIT University
Aug - Nov 2022

- Directed the web presence of MAGI for the 2022 Expo
- Specialised in the maintenance of all back-end data and traffic
- Been highly recognised by the School of Design

3D Artist & Graphic Designer · Hunan TV & Broadcast Co., Ltd
Nov 2020 - Apr 2021 (Internship)

- Collaboratively produced the variety show hit in China - "Sister Who Make Wave" featuring TikTok and Swisse
- Assisted in venue and stage design, and monitored the construction of the concert venue worth $5M
- Individually produced vital interior 3D models and assisted in interactive stage simulations
- Illustrated the infographic design of the navigation system, including designing maps, directional signs, etc.
- Managed and monitored stage intersectional control, and maintained the traffic flow on and off stage

EXHIBITION

RMIT 2020 Industrial Design - Interactive Instalment
RMIT 2021 MDIT Exhibition - Immersive Experience
RMIT 2021 Digital Media Graduate Showcase - Interactive Game
RMIT 2022 MAGI Expo - Immersive Experience

SOFT SKILLS

Communication and Team Management
UI/UX and Interactive Design
VR/AR Interactivity
Game Design and Development (C# and C++)
Motion Graphics
Generative Art
Front-end Web Coding (HTML, CSS and JavaScript)

TECHNICAL SKILLS

Figma
Unity Engine
Unreal Engine
Adobe Substance 3D Painter
Adobe Illustrator
Adobe Photoshop
Adobe Premiere Pro
Adobe After Effects
Cinema 4D
Touch Designer

AWARDS

RMIT Adobe UX Awards 2020 - Overall Winner
MARS WRIGLEY Marketing Contest 2020 - Special Award
RMIT School of Design - 2022 Dean's Award Special Mentions

HOBBIES

Illustrations
Music Production
Technology Collection