

Pengfan Yuan

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Los Angeles, CA

COMPETENCY

Media Design

Graphic Design

Interaction Design

Design Research

EDUCATION

ArtCenter College of Design *M.F.A. in Media Design Practice*

Los Angeles, CA | Apr 2025

Tongji University *B.S. in Media and Communication Design*

Shanghai, China | Jun 2022

EXPERIENCE

UID Culture Communication Company *Design Intern*

Shanghai, China | Dec 2021 - Feb 2022

- Made a special effects subtitle for a Chivas streaming advertisement using Photoshop and Aftereffect.
- Designed the traditional Chinese logo for Levi's PERFECT IMPERFECTION series and created eight posters to fit various sizes of situations.
- Translated, localized, and changed the layout of Levi's 501 campaign toolkit.
- Participated in a strategic and creative proposal for Levi's 501 series campaign, including researching four KOLs for promotion and advertising, designing three prototypes and renderings of ground promotions using Cinema4D, Photoshop, and other tools.

15° Jieni Wan's Piano Recital: Impressions on Piano and Digit

New Media Performance Design and Production

Shanghai, China | Aug 2021

- Designed and constructed two different virtual scenes in the song "Tico-Tico no Fubá" using Cinema 4D.
- Designed and produced six different 3D abstract plant models; used Aftereffect to make five segments of the music visualization of the song "Moonlight".

2021 World Artificial Intelligence Conference *Introduction Video Production*

Shanghai, China | Jun 2021

- Participated in the design and production of the conference's introduction video under the guidance of Prof. Yinan Zhang, mainly responsible for audio visualization.
- Based on the video's background music created by Prof. Ji, used Cinema 4D to design ten sets of abstract buildings and dynamic lines that echo the music.

AWARDS

Data Visualization Art, 16th China Creative Challenges Contest *1st Place* Aug 2022

Creative New Media Arts, 2nd China Creative Festival *Top 100* Jul 2021

SKILL

Photoshop, Illustrator, InDesign, Lightroom, Premiere, Aftereffect

Unity, Blender, Cinema4D, Touch Designer

HTML, CSS, P5JS, Processing, Arduino, Raspberry Pi