

Congying Li

(Ysabel)

CONTACT INFORMATION

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EDUCATION

University of California, Los Angeles, Los Angeles, USA 2017 - 2020
Master of Fine Art Animation

London College of Fashion, London, UK 2014 - 2016
Master of Arts Fashion Design and Technology Womenswear

Tsinghua University, Beijing, China 2010 - 2014
Bachelor of Arts Fashion Design, Ranking: 1/23

SKILLS

- **Professional Skills:** Storyboarding, hand-illustrating, 3D modeling, fashion design
- **Computer Skills:** Autodesk Maya, Autodesk Mudbox, Adobe Photoshop, Adobe Illustrator, TV paint, Microsoft Office
- **Language:** Fluent in English, Mandarin and Cantonese, familiar with French.

PROJECTS

- Secret**, UCLA, Los Angeles, USA Fall 2017
- Mentor: Chuck Sheetz, Celia Mercer
 - Story project to reflect the concept of "Peeping Tom". With realistic style and usage of long takes, the story depicts pieces of the lives of a series of characters, whose connection to each other form a circle.
- The Incredible Stationary Store**, UCLA, Los Angeles, USA Fall 2017
- Mentor: Chuck Sheetz, Celia Mercer
 - Story project adapting published material with verbal content. The story is an adaption of a short fairy tale written by Japanese author Naoko Awa. Related to the story's back ground, the storyboard adapted Japanese style in drawing.
- The Very Primitive Halloween**, UCLA, Los Angeles, USA Fall 2017
- Mentor: Chuck Sheetz, Celia Mercer
 - Made a 15s 2D animation film that is made with cels and shot with traditional MultiPlane Camera.
- Black Ishin**, LCF, London, UK Winter 2015
- Mentor: Nigel Luck
 - Final project of MA course. Designed and manufactured a womenswear collection of 8 outfits, being inspired by Meiji Restoration and concretizing the concept of "breaking the burdensome 'box' we are living in".
- Geometric Game: Construction by Fracturing**, LCF, London, UK Spring 2015
- Mentor: Nigel Luck
 - Designed a collection of 8 outfits and made 1 of them into physical work.

Offbeat Tudor, LCF, London, UK

Fall 2014

- Mentor: Nigel Luck, Richard Sorger
- Designed a collection of 6 outfits and made 1 of them into physical work.

PROFESSIONAL Graphic Designer

July 2016 - July 2017

EXPERIENCE ELLASSAY, Shenzhen, China

- Participated in graphic design, hand-illustrating and technical drawing.

Design Intern

July 2015 - September 2015

Hussein Chalayan, London, UK

- Participated in the preparation of SS2016 show in Paris Fashion Week including: graphic design and technical drawing for fabrics, copying and altering patterns, sewing toiles.

Designer

January 2015 - April 2015

Egypt Goes to Royal Ascot, London, UK

- Designed and manufactured a collection of womenswear, which includes 6 outfits with digital prints for Royal Ascot race in cooperation with accessories brand SabryMarouf, the Egyptian Embassy and British Museum.

Assistant Designer

June 2013 - August 2013

Masha Ma, Shanghai, China

- Participated in the preparation of SS2014 show in Paris Fashion Week including: design research, technical drawing, embroidery, sample making and testing, pattern cutting.

HONORS AND AWARDS

- Collection "Black Ishin" selected in the Womenswear external show on behalf of LCF MA 2016, which is in the schedule of London Fashion Week.
- Works selected into the Chinese Fashion Illustration Exhibition, 2014
- Outstanding Graduates Awards (Top 5%), Tsinghua University, 2014
- Copenhagen Fur Scholarship (First Prize), Tsinghua University, 2014
- Chinese 'Jinyuan Cup' Fashion Illustration Exhibition, Beijing, 2013
- National Scholarship(Top 5%), Tsinghua University, 2012
- Good-reader scholarship (First Prize), Tsinghua University, 2011

REFERENCE UPON REQUEST