

Congying Li

(Ysabel)

CONTACT INFORMATION

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OBJECTIVES

- Looking for a position as a Story Intern making the most of creative skills in story-telling and refining storyboard.

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 - present

EXPERIENCE ELLASSAY, Shenzhen, China

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

Design Intern

July 2015 - September 2015

Hussein Chalyan, 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