



Yishan
Li Liu



Illustrator
Motion Media Designer

Software Skills

Adobe After Effects
Adobe Photoshop
Adobe Illustrator
Adobe Premiere
Adobe In Design
Clip Studio
Procreate
Maxon Cinema 4D

Professional Skills

Illustration
Digital Drawing & Design
Advertising
Fashion Illustration
Book Illustration
Editorial
Package & Pattern Design

Motion Media Design
Motion Graphics
3D Modeling
Storytelling & Concept Design
Brand Identity Research

Connect

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About

I'm a creative illustrator and motion media designer with a focus on visual storytelling and aesthetic innovation. With an academic background in language and literature, I bring a strong conceptual foundation rooted in the humanities to my creative process. I combine imaginative thinking with technical expertise to transform abstract ideas into visually engaging, narrative-driven experiences across both digital and physical formats.

Work Experience

Samsung - 2025, Remote - Designer, Contract

Led the emotional and visual direction for the final client presentation in a cross-functional design strategy project. Collaborated closely on shaping the storytelling flow and cohesive visual identity across all presentation assets. Developed design principles rooted in Samsung's brand philosophy, transforming abstract values into structured, emotionally resonant visual narratives.

CADY Studio - 2025, On-site - Visual Designer, Contract

Contributed to creating digital backdrops that aligned with CADY Studio's creative and branding goals. Maintained thorough documentation of all visual design assets, including design files and style guides, ensuring proper organization and accessibility for future use.

Publicis Groupe - 2024, On-site - Visual Designer, Intern

Designed visually engaging posters, quarterly summaries, and layouts, ensuring clarity and professional presentation. Contributed to visual identity projects by developing consistent branding and effective visual communication.

National Museum of China - 2024, Hybrid - Visual Artist, Freelance

Contributed to the 'Splendid Wonders' exhibition, showcasing China's Buddhist history through immersive visuals and installations. Designed illustrations, motion effects, and interactive elements, ensuring alignment with the National Museum's standards and project themes.

Team WANG Design - 2024, Hybrid -Visual Artist, Intern

Directed and designed motion effects for celebrity music videos, including animation production and editing. Developed branding elements such as IP character designs, logo animations, and graphic banners, ensuring cohesive and impactful brand representation.

Phoenix Satellite Television - 2022, On-site - Motion & Visual Designer, Intern

Produced trailer videos for visual art exhibitions, including storyboarding, photography, motion graphics, and editing, ensuring alignment with exhibition themes. Designed promotional posters and materials using illustration techniques, developed creative concepts, and provided art direction for cohesive branding.

Foreign Language Teaching and Research Press

- 2021, Hybrid - Editor, Japanese Language Studio, Intern

Edited and reviewed language textbook content for accuracy and clarity. Organized information and designed layouts to enhance the structure and readability of educational materials.

National Library of China

- 2020, Remote - Digital Editor Assistant, Digital Publishing Department, Intern

Designed layouts and optimized information hierarchy for the National Library's WeChat events, enhancing readability and user experience. Developed visual identity elements to ensure brand consistency and improve appeal.

Education

Savannah College of Art and Design

Master of Arts in Illustration

Master of Arts in Motion Media Design

→ 2022-2025

→ Advanced Illustration Techniques, Motion Graphics Design, Storyboarding and Concept Art, Visual Storytelling, Brand Identity Design

Beijing Normal University

Bachelor of Arts in Japanese Languages and Literature

→ 2017-2022

→ Language Proficiency, Cross-cultural Communication, Literature Society and History Knowledge, Critical Thinking and Analysis, Creative Writing, Research Methodology, Storytelling and Narrative Construction