

Sin-Yu, Li (Shellie Li)

Motion Designer | Graphic Designer

An innovative Motion Designer translating brand visions into captivating animated experience.

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Education

Savannah College of Art and Design (Savannah, GA)

- Master of Fine Arts (MFA) in Motion Media Design
- Expected Graduation: March 2026

Chinese Culture University (Taiwan)

- Bachelor of Fine Arts (BFA) in Advertising
- Graduated: 2022

Work Experience

BEAR JACK Advertising

Taiwan | Intern | July 2024 - December 2024

Motion Design Freelancer

Motion Graphics, Advertising Post-Production, Storyboard Development

- Edited advertising videos in post-production to strengthen brand narratives.
- Designed motion graphics for social media campaigns to maximize audience engagement.
- Assisted in storyboard and concept development, ensuring visual alignment with marketing goals.

Black Sheep Advertising

Taiwan | July 2023 - January 2024

Motion Designer | Post-Production Editor

Motion Design, Post-Production, Branding

- Created motion graphics and post-production content for advertising videos.
- Developed storyboards and conceptualized creative ideas.
- Designed logo animations and branding elements.
- Assisted in video production to support marketing campaigns.

PREVIEW Advertising

Taiwan | Intern | July 2021 - August 2021

Post-Production | Graphic Designer

Branding & Marketing Design, Advertising Video Production

- Edited and refined advertising videos to enhance visual quality.
- Assisted in video production for marketing and branding campaigns.

Project Experience

Safeway

Taiwan | June 2021 - June 2022

Motion Designer | Lead Graphic Designer

Motion Design, Branding, Social Media Visuals, Marketing Strategies

- Created motion animations for product advertisements.
- Developed branded visuals for social media marketing.
- Assisted in crafting online and offline branding and marketing strategies.

Skills

Technical Skills

After Effects | Photoshop | Illustrator | Premiere | InDesign | Cinema 4D | Procreate

Soft Skills

Collaboration & Teamwork | Communication | Creativity & Innovation | Attention to Detail & Quality Assurance