

Runyu Xia

Art Direction, Motion Graphics, Graphic Design

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Skills

Art Direction, Motion Graphics, 2D & 3D Animation, Graphic Design, Web Design, UI/UX, Illustration, Livestream
Photoshop, Illustrator, After Effects, Premiere, Cinema 4D, Octane, Sketch, Audition, OBS

Work Experience

Essense Partners, New York **2017 - Present**

Director of Motion Graphics

- Led art direction, design and animation for projects of Southern Company, providing comprehensive and innovative experience including interactive exhibitions, video walls and touchscreens from sketch to launch
- Directed projects for The New York State Energy Research and Development Authority (NYSERDA), significantly promoting the program and attracting resources from the U.S. and around the world to and develop new energy products and services
- Created a complete visual system and led art direction for New York Power Authority (NYPA), influencing the later creative content including videos, infographics and websites, receiving positive feedback and high praise from the CEO and senior executives at NYPA
- Hired, trained and evaluated creative team members, built efficient workflows for the team, incorporated client suggestions and provided solutions maximizing the effectiveness of aesthetic and commercial values

TouchTunes Interactive Networks, New York **2015 - 2017**

Motion Graphics Designer

- Created animation and motion design for TouchTunes Mobile App, rated the No.1 jukebox mobile app, with over 5 million downloads and generating over \$50 million in yearly revenue
- Led design, storyboard, animation and video editing for various projects of TouchTunes media, a digital messaging platform for over 75,000 bars and restaurants across North America and Europe
- Led design and animation for FanDuel, receiving \$100,000 project investment
- Led design and animation for Buffalo Wild Wings commercials, enhancing brand identities of Buffalo Wild Wings and brand awareness of TouchTunes Interactive Networks

Bway.net, New York **2015**

Web Designer

- Led design for official website of Bway.net to improve UX and modernize the web platform, increasing interaction between customers and service providers by 88 % and new customer acquisition by 30%
- Developed branding solutions, including brand design, brand identities and style guides

Education

School of Visual Arts, New York 2015

Master of Fine Arts: Computer Art

Shanghai University, Shanghai 2013

Bachelor of Engineering: Art and Technology of Film & Television