

# DI FANG. DESIGN

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## SUMMARY

Driven by the freedom and creativity of the design process, I enjoy helping people solve problems through detailed storytelling. Combining media and curiosity helps me bring innovative experience to my audience. My passion and intensity for motion and graphic design drive me to excellence every day.

## EXPERIENCE

**Fern.** Atlanta, GA

**Designer / Animator.** Internship  
June-September 2019

- Worked with an illustrator on an on-going commercial project for the City of Philadelphia's Water Department. Designed and revised 8 styleframes for two 25 seconds videos in 2 weeks. And participated in secondary cel-animation.
- Delivered a 30-second video: a design challenge about my summer experiences. Worked independently and with the project manager on the script, visual design, and animation in a month.
- Made several illustrations and photographs for Fern's Instagram posts to help the studio building their branding identity and increase account engagement.

**Samsung (SCAD Collaboration).** Savannah, GA

**Researcher / Motion Designer**  
January-March 2019

- I was part of a team of 19 students that had researched and developed concepts for Samsung's future foldable display smartphones.
- After several video meetings with Samsung's UX designers, as part of the motion design team, I worked with our UI team to build the animation for the new features they created.
- Finally, our entire team provided a 200-page report for Samsung's UX team. Our concepts were delivered to Samsung design team for future product design considerations.

**Di Fang Design.** Beijing, China

**Primary**  
Since 2013

- Worked independently on package design. Helping my clients make a good connection with their customers. Projects include: tea package for Beijing Moxi Media Inc., and National Museum Gift Package for Shifu Cultural Media Co., Ltd., I provided visual design, materials, and printing.
- Recently created logo and brand design for: Luojiagou Gas Station, Sanyijing Gas Station.

**Beijing Sanchuan Tujian Culture Co., Ltd.,** Beijing, China

**Graphic Designer.** Internship  
May-December 2012

- Created branding collaterals for clients like Alibaba and Beijing National Stadium across different mediums.
- Gained knowledge and practical experience in typography, visual identity, and print publication.

## EDUCATION

**Savannah College of Art and Design**

Savannah, GA, 2016 – 2019

**Master of Arts**

Graphic Design & Visual Experience

**Master of Arts**

Motion Media Design

**Beijing Institute of Fashion Technology**

Beijing, China, 2009 – 2013

**Bachelor of Arts**

Visual Communication Design

## AWARDS & EXHIBITIONS

**International Design Awards**

Gold, Print - Newsletters category  
2018

**Achievement Graduate Scholarship**

SCAD  
2015-2019

**2013 input & output show**

Beijing Institute of Fashion  
Technology  
2013

**National College Students  
Advertisement Arts Contest**

China  
2012

**The 2nd Chinese College Students  
Book Design Exhibition**

Book Designer Society  
of the Publishers Association of China  
2012

**21st Times Young Creative Awards**

2012

**Innovation Cup Competition of BIFT**

2010