



Jiani Hong
Motion & Graphic Designer

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EDUCATION

09/2019 – 12/2023
Pasadena, CA

ArtCenter College of Design

Bachelor of Fine Arts in Graphic Design with an emphasis in Motion and Branding.

09/2022 – 12/2022
Beijing, China
Pasadena, CA

Tsinghua University and ArtCenter College of Design

Worked as graphic designer in the Exchange Program conceptualize and design a mobile working station for digital nomads.

EXPERIENCE

04/2024 – 11/2024
Burbank, CA
Motion Graphics Lead

PETROL Advertising

Collaborated closely with creative directors, art directors and 3D artists to deliver high-impact game trailer projects for clients including Activision, Netflix, Namco Bandai, Bethesda, and Tripwire Interactive. Conceptualizing, developing and executing 3D style frames, 2D animations, character puppeteering and title card animations.

05/2023 – 08/2023
Los Angeles, CA
Motion Design Intern

Imaginary Forces

Collaborated with a team of the creative director, art director and designers to conceptualize and execute projects for clients including Apple TV, NBC, Wizards of the Coast. Assisted the team on 3d and 2d stage/background design, character design and illustration, character animatics, title cards composition and moodboarding.

09/2020 – 10/2020
Wuhan, China
Advertising Design Intern

GOME Electrical Appliances

Worked as graphic designer, produced posters, filmed and edited brand promotional videos, managed TikTok account and official website.

01/2020 – 02/2020
Wuhan, China
Graphic Design & Teaching
Assistant Intern

Helen O'Grady Children's Theatre Institute

Worked as graphic design leader to produce booklet and invitation design for the theatre shows, and behind-the-scenes filming, taught acting in both English and Chinese.

RECOGNITIONS

2023

Amoeba Music Rebrand (Brand Identity)

Young Ones TDC Student Golden Awards 2023
Core77 Design Student Notable
Branding & Identity Awards 2023
Communication Arts Design Awards 2023

Dead Poets Society (Main Title)

Communication Arts Design Awards 2023

Scholarship Award

ArtCenter Donor Scholarship Award 2023

2022 – 2023

ArtCenter Student Motion Reel Gallery

Dead Poets Society (Main Title)
Amoeba Music Rebrand (Brand Identity)
The Millennium (3D Animation)

ArtCenter Student Gallery

Quantum Billiard Lab (Title Sequence Reveal)
Bizen Gallery Aoyama (Title Sequence Reveal)
The Courier (Title Sequence Reveal)
Break Up (Title Sequence Reveal)
Digital to Analog (Graphic & Illustration Design)

SKILLS & TOOLS

Skills: Motion design, graphic design, brand identity, storyboard, sequential design, collaboration and communication, research

Language: English (Fluent), Mandarin (Native)

Software: After Effects, Cinema 4D, Octane, Premiere, Photoshop, InDesign, Illustrator, Lightroom, XD, Figma, and Office/PowerPoint

Analog Skills: Editing, illustration, photography, UI/UX