

JING S. WEI

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CORE EXPERTISE

- Motion Graphics
- Post Production
- Branding
- Digital Marketing
- Interface Design

TECHNICAL SKILLS

- Photoshop
- Illustrator
- InDesign
- Adobe XD
- After Effect
- Figma
- Final Cut Pro
- Unity
- Cinema 4D
- Autodesk Maya
- Wrike

EDUCATION

Pratt Institute

MFA | 2017

Digital Arts

School of Visual Arts

Continuing Education | 2018

3D Animation

Northeast Dianli University

BA | 2012

Graphic Design

WORK EXPERIENCE

Digital Designer / [Sony Pictures Entertainment \(Funimation\)](#)

Aug 2021- Present | Remote

- Collaborating with the cross-function team on theatrical campaigns, ideating and executing design solutions for the global distribution on paid media, social platforms, and brand film pages.
- Collaborating with the audience development team on digital marketing assets focusing on IP-related content along with Funimation brand development, across multiple platforms (i.e. social posts, paid ads, and emails).
- Working effectively with stakeholders and brand managers on utilizing IP assets for responsive streaming applications by unifying creative solutions with original materials.

Digital Designer / [ZAZ10TS](#)

Oct 2017 - Aug 2021 | New York

- Led the cross-platform branding for ZAZ10ts and other associated companies. Key responsibilities include developing branding assets and print collaterals for internal and external partners.
- Developed digital marketing collateral for various events and fundraisers, including social media posts, email newsletters, digital invitations, website landing pages with graphic/motion design.
- Produced promotional videos for events, many of which were continuously displayed on Times Square LED billboards owned and operated by the company.
- Directing website visual design and enhancing the company core value by establishing brand consistency.

3D Artist / [The Glimpse Group](#)

Jun 2017 - Sept 2017 | New York

- Collaborated with the company's head developer, designing 3D environments and integrating animations to build realistic scenes.
- Built three-dimensional environments for virtual reality branding applications for clients within the tech industry.
- Demonstrated a strong working knowledge of color, texture, and light to convert and integrate scene elements into the Unity gaming engine.
- Contributed to innovative marketing projects, leading conceptual design and enhancing immersive VR experiences for clients and in turn maximizing product selling points.