

# WEILIN LIU

Concept Design / Art Direction / Themed Entertainment Design

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## EDUCATION

### Savannah College of Art and Design

Savannah.GA.USA, Sep.2023 - Jun.2025

Themed Entertainment Design

Master of Fine Arts GPA: 4.0/4.0

### Shanghai Institute of Visual Arts

Shanghai.China, Sep.2017 - Jun.2021

Themed Environment Design

Bachelor of Arts GPA: 3.54/4.0

## SKILLS

Narrative Spaces

World-building

Microsoft Office

Adobe Photoshop

Adobe Illustration

Adobe Indesign

Auto CAD

Sketch UP

Rhino

Revit

KeyShot

Procreate

Computer Graphics

Model Making

Sketch

Photograph

## EXPERIENCE

### Universal Creative, Savannah.GA.USA, Sep.2024-Nov.2024

#### Concept Designer - SCADpro-Sponsored Course

- Concept key art design and developing key visuals for themed components
- Concept and story development for components design
- Components of physical model-making to visualize and test the concepts

### Holovis (Shanghai), Shanghai.China, Jul.2022-Jun.2023

#### Creative Designer - Full-time

- Design initial theme entertainment creative concept, world-building and story design
- Design project site analysis, storylines, visitor experience, concept art and sketch
- Leading and guiding the art direction, ensure a cohesive concept with departments

### Jegoplay Group, Shanghai.China, Jul.2021-Jun.2022

#### R&D Designer - Full-time

- Standardized design and innovative R&D design of the entertainment industry design
- Design iterative updating of entertainment space's creative products and experience
- Research and development of the company's new standardized design theory

### Greenland Hotel and Tourism Group, Shanghai.China, Sep.2020-Nov.2020

#### Tourism Designer - SIVA-Sponsored Course

- Overall concept design and developing cohesive themes and stories for projects
- Site analysis and functions plan to ensure visitor commercial experiences
- Leading art direction and coordinating team members to ensure project progress

## LANGUAGE

Mandarin

English

## RESEARCH

### Research on Urban Pocket Park Design Based on Experience Economy Model

Oct.2019 - Dec.2019

### Sky Ladder - Theme Attraction Design

Oct.2020 - May.2021

## AWARDS

Disney Imaginations Shanghai Design Competition - Second Place - Jul.2020

IDA Design Awards 2024 - Honorable Mention - Jan.2025

SCAD Challenge - The First Place - Sep.2023

Outstanding Graduates in SIVA and Best Graduation Project Award - May.2021

Greenland Tourism Planning and Design - Excellent Design Award - Nov.2020

SIVA Comprehensive Scholarship - The Third Prize - Oct.2020

The 5th Think Youth Competition - The First Prize - Jul.2020

The 9th IDEA-KING - Excellence Award - Dec.2019

Best Project Award - Mar.2019