

Yueru (Crystal) Chen

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Design | Operations | Product

EDUCATION

The Hong Kong Polytechnic University (PolyU)

Sep 2026 - Oct 2027

MSc in Innovative Multimedia Entertainment (Full-time)

Hong Kong, China

- Awarded an entrance scholarship of HK\$35,000.

Savannah College of Art and Design (SCAD)

Aug 2022 - Jun 2026

BFA in Motion Media Design, Minor in Photography

American Savannah

- Graduated magna cum laude; named to the Dean's List for 10 consecutive quarters.
- Awarded achievement, international student, and academic honors scholarships totaling US\$62,000.

INTERNSHIP

Netflix X SCADpro

Jan 2026 - Mar 2026

Documentation Lead & Research | Industry Collaboration

American Savannah

- Translated developer and internal studio workflows into process diagrams, mapping responsibilities, working relationships and key handoffs across 7 roles.
- Created process animations and 50 supporting icons and visual assets, translating platform rules, collaboration pathways and decision points into visual narratives.
- Designed presentation decks for 5 project reviews, incorporating feedback from content, research and game development teams to refine information hierarchy and visual communication.

Xiaohongshu (rednote)

Jun 2025 - Sep 2025

Visual Designer | Community Growth Marketing

Shanghai, China

- Designed 138 advertising assets across beauty, fashion and travel; placements using these assets generated 30M impressions and acquired or reactivated 50K users.
- Designed RED LAND's highest-ranking single-image ad for 14-day user acquisition, bringing in 2,519 new users; the creative series acquired 20K new users.
- Produced 21 video templates and 7 sets of animated advertising assets; refined designs using campaign data and delivered all assigned assets on schedule.

Deloitte US X SCADpro

Mar 2025 - May 2025

Design Team Lead | Industry Collaboration

American Savannah

- Led an 18-person team in user research and app design, coordinating tasks, schedules and cross-team communication while establishing visual and quality standards.
- Identified user needs through surveys, user discussions and competitor analysis; translated findings into app designs and refined solutions through multiple rounds of user testing.

Tencent

Nov 2024 - Dec 2024

Multimedia Designer | Platform and Content Group

Shenzhen, China

- Independently produced 30+ commercial motion graphics; improved cross-platform production efficiency by 60% through integrated After Effects and Photoshop workflows.
- Resolved compatibility issues in an internal plugin, improving template production efficiency by 40%; contributed to promotional CG animation from planning and iteration through rendering.

Meitu

Jun 2024 - Oct 2024

Operations Assistant & Visual Assets | Overseas markets

Shenzhen, China

- Developed and published 130 AR asset packs for MakeupPlus, including makeup effects, filters and stickers; designed 50 promotional assets for app homepages, feeds and the iOS App Store.
- Designed an icon set in Figma for a released feature; used Stable Diffusion, Whee and Tripo AI to produce visual assets and creative references.

CAMPUS AND COMMUNITY ENGAGEMENT

Tencent the Global Campus Ambassador

Jan 2025 - Present

- Built and managed a community of 800 overseas students, sharing recruitment opportunities, advising students and supporting online and in-person campus events.
- Represented SCAD from Jan 2025 to Jun 2026 and The Hong Kong Polytechnic University from Jul 2026.

PROJECT EXPERIENCE

* Please visit my personal website for more details: <https://www.yueruchen.online/>

Motion Design

Mar 2023 - Present

- Collaborated in a three-person team on Yellowjackets: Final Season branding and independently created a MAOGEPING product promotion project.
- Work spanned concept development, scripting, storyboarding, visual asset design, animation, editing and sound integration.

Photography

Sep 2023 - Present

- Created product, light and fashion, and still-life photography series, covering concept development, location and prop preparation, shooting and post-production.
- Used Lightroom Classic and Photoshop for image selection, color grading and retouching.

SKILLS

- **Languages:** Native Mandarin; fluent in English (TOEFL: 109/120); conversational Cantonese.
- **Skills:** After Effects, Photoshop, Figma, Codex, Stable Diffusion, Wheel, Tripo AI, Illustrator, Lightroom Classic, Procreate