

YUERU (CRYSTAL) CHEN

Multimedia Designer

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EDUCATION

Savannah College of Art and Design

2022 - 2026

- Bachelor of Fine Arts in Motion Media Design
- Minor in Photography

SOFTWARE SKILLS

- Photoshop
- After Effects
- Illustrator
- Figma
- Lightroom Classic
- Microsoft Suite
- Canva
- Procreate
- Wheel
- Kling
- Tripo AI

SOFT SKILLS

- Time Management
- Team working
- Adaptability
- Perseverance
- Fast learner

ACHIEVEMENT

- Dean's List honours for Eight consecutive semesters from 2023 to 2026.
- Achievement HNR Scholarship
- International Student Scholarship
- Academic Honours Scholarship

INTERNSHIP EXPERIENCES

SCADpro × Netflix | Motion Designer

Jan 2026 - Present

Led the development of the project process book to document research, design development, and outcomes; structured complex workflows into a clear visual narrative; produced visual, graphic, and UI design with dynamic transitions for storytelling and presentation; collaborated with cross-disciplinary teammates to synthesize materials and finalize documentation.

RedNote | Graphic Designer

Jun 2025 - Sep 2025

Designed and delivered 138 graphic or dynamic ad creatives across core categories including beauty, fashion, and travel, generating 30M+ impressions and 50K+ new/returning users; led the design of 21 video templates and 7 dynamic assets, improving reusability and enabling rapid iteration, successful rollout of 3 large-scale campaign visual solutions.

SCADpro × Deloitte | Design Lead

Mar 2025 - Jun 2025

Led team to oversee workflow, resource allocation, and visual standards for quality assurance; conducted secondary/primary research to gather user needs, developed pain-point solutions while balancing feasibility/cost/time; analyzed competitors to identify UX trends for feature innovation; drove design iterations via testing/feedback.

Tencent | Multimedia Designer

Nov 2024 - Dec 2024

Produced over 30 high-quality motion graphics for commercial projects using AE and PS; Collaborated with developers to resolve plugin compatibility issues and improve template export workflow, increasing production efficiency by 40%; Participated in cross-departmental product release activities to streamline the CG animation production process and deliver multi-version assets on schedule.

Meitu | Operations Assistant

Jun 2024 - Oct 2024

Designed and released over 130 AR content packs (makeup looks, filters, stickers) for MakeupPlus; Used dashboard metrics and interdepartmental feedback to guide content planning, streamline asset rollouts, and optimise creative performance; Generated 500+ AI-based image assets using tools like Stable Diffusion and Tripo AI to support product launches and promotional visuals.