

Wenxin Yan

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Motion Designer · 3D · Real-time AR

2025 | Red Dot Award: Brands & Communication Design · Communication Arts Award of Excellence

I'm a motion designer in the Bay Area with a background in visual and product design. At TikTok, I created AR games, sticker packs, and campaign videos for the **FIFA World Cup**, and co-designed and animated the **Spider-Man: Brand New Day** video templates. One BTS AR game I designed was used in **20K+ creator posts within two days**. Previously, I designed UI motion for Tencent's Roco Kingdom (**60M+ pre-registrations**).

EXPERIENCE

TikTok, Creative Designer

Mar 2026 - Sep 2026 · San Jose, CA

- Shipped motion graphics and video for TikTok's **FIFA World Cup** partnership and Sony Pictures' **Spider-Man: Brand New Day**, from styleframes to final delivery under **partner brand guidelines**.
- Animated the Spider-Man template system: **13 sections** across three campaign themes, with bold type and **beat-timed transitions** built to work across languages.
- Designed and animated **7 FIFA World Cup AR effects** in Effect House, adapting nation flags and team colors into camera-based interactions under partner brand guidelines.
- Built **Mome Flow** (formerly Motion Agent), an agentic After Effects system made with Claude Code and Codex that turns briefs into editable animations, reducing rebuild time by about **90%**.

Tencent, Motion Design Intern

Jun 2025 - Sep 2025 · Shenzhen, CN

- Designed **UI motion** for Roco Kingdom: World across Shop, Social, and Battle: button states, page transitions, pop-ups, tabs, reward celebrations, and loading.
- Turned it into a **cross-feature motion system** (shared timing, easing, transitions), plus real-time VFX in **Unreal / Niagara**.
- Designed the Season 1 entry animation for the game's launch (**60M+ pre-registrations**, **#1** on the China iOS free chart).

SCAD × ADID, Motion Designer (Contract)

Jan 2025 - Mar 2025 · Atlanta, GA

- Created the logo animation, campaign film, and **2 kiosk screensavers** for the **Atlanta Downtown Improvement District** rebrand; presented to **20+ government stakeholders** and refined over several feedback rounds.

Freelance & Team Projects, Motion & 3D Designer

2022 - 2026 · Selected projects

- Created storyboards and 3D scenes for **REVERIE** (2024), a **team concept film**; developed lighting, materials, and renders in Cinema 4D / Redshift within the team's creative direction.
- Background painting and title design for the award-winning short **Bunny to the Moon**.

NetEase, Visual Designer

May 2022 - Aug 2022 · Hangzhou, CN

- Designed illustration and visual assets for NetEase's **25th Anniversary** celebration across promotional materials, merchandise, and event graphics.

EDUCATION

Savannah College of Art and Design (GPA 3.94/4.0)

Sep 2022 - May 2026

MFA Motion Media Design · MA Illustration

SKILLS

Motion: After Effects · Premiere Pro · Lottie · storyboards & styleframes · type in motion · UI motion

3D & AR: Cinema 4D · Redshift · Maya · Houdini · Unreal Engine / Niagara · Effect House (face, body & world tracking)

Design & AI: Illustrator · Photoshop · Figma · Runway · Google Veo · Claude Code · Codex