

# Wenxin Yan

📍 San Jose, CA

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[LinkedIn](#)

Motion Design · Video Production · AR Creative Effects · Product Storytelling

2025 | Red Dot Award: Brands & Communication Design

2025 | Communication Arts (CA) Award of Excellence

## Summary

Motion designer with 4+ years producing **motion graphics**, **product launch videos**, and **educational video content** for TikTok, Tencent, and government clients. Owns video production end to end, from concept and storyboard to animation, edit, and delivery, and turns complex product features into clear, approachable stories for broad audiences. Daily **Figma** user, passionate about making creation accessible to everyone.

## Experience

### TikTok, AI Creative Designer Intern

Mar 2026 - Present  
San Jose, CA

- Own **end-to-end video production** for feature launches and brand campaigns, including motion templates for TikTok's official **FIFA World Cup** partnership and the Sony Pictures collaboration for **Spider-Man: Brand New Day**.
- Produce **social media tutorial videos** that teach creators new **Effect House** features, turning complex tool workflows into clear, step-by-step content that drives feature adoption.
- Designed and animated **7 FIFA World Cup AR screen effects** from brief to live launch, owning design, asset production, QA, and brand-guideline compliance.
- Pitched **4 interactive lyric-template concepts** to cross-functional stakeholders (all 4 greenlit) and shipped 2 independently.
- Built **GenAI batch asset workflows** (Byte Artist, Crate) with **prompt engineering**, and prototyped motion interactions with **Claude Code** to shorten design-to-build iteration.

### Tencent MoreFun Studio, Motion Design Intern

Jun 2025 - Sep 2025  
Shenzhen, CN

- Designed the **Season 1 main-entry animation** for Roco Kingdom: World, the day-one launch feature for a title with **60M+ pre-registrations** and a **#1 iOS debut**.
- Shipped a **cross-feature UI motion system** defining transition rules and celebration states across Shop, Social, and Battle.
- Authored **real-time VFX** in Unreal Engine 4 / Niagara and After Effects, delivering optimized sprite sheets to strict mobile size and performance specs.

### SCAD x ADID, Motion Design Intern

Jan 2025 - Mar 2025  
Atlanta, GA

- Redesigned the **ADID city brand identity** (Atlanta Downtown Improvement District); produced the **logo animation** and brand campaign video.
- Presented screensaver creative direction to **20+ government stakeholders** and partnered with UX/UI designers on kiosk interaction motion, shipping **2 kiosk screensavers**.

## Featured Project

### REVERIE, TYR Electric Car CG Promo

Mar 2024 - Jun 2024

- Led the **full CG pipeline** in Cinema 4D / Redshift from script and storyboard to final render; **Runway GenAI workflows** cut concept iteration time by **50%**.

## Education

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

Sep 2022 - Jun 2026

MFA Motion Media Design · MA Illustration

## Skills

**Motion & Design:** After Effects · Premiere Pro · Photoshop · Illustrator · InDesign · Figma · Lottie · motion graphics · video editing · storyboarding

**3D & Real-Time:** Cinema 4D · Redshift · Maya · Houdini · Unreal Engine / Niagara · OpenUSD · Effect House (AR)

**Generative AI:** Prompt & context engineering · AI-driven animation · automated asset creation · Weavy (Figma Weave) · LTX Studio · Runway Gen-3 · Google Veo · Claude / Claude Code

**Production:** Digital asset management · brand guidelines compliance · video codecs (ProRes, H.264/H.265, alpha) · sprite-sheet & mobile delivery specs · HTML / CSS / JS