



Jiani Hong
Motion & Graphic Designer

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EDUCATION

09/2019 – 12/2023
Pasadena, CA

ArtCenter College of Design

Bachelor of Fine Arts in Graphic Design with an emphasis in Motion and Branding. Graduated with Honor.

09/2022 – 12/2022
Beijing, China
Pasadena, CA

Tsinghua University and ArtCenter College of Design

Worked as graphic designer in the Exchange Program conceptualized and designed a mobile working station for digital nomads future trends.

EXPERIENCE

04/2024 – 11/2024
Burbank, CA
Motion Design Lead

PETROL Advertising

Collaborated closely with creative directors, art directors and 3D artists to deliver high-impact game trailer projects for clients including Activision, Netflix, Namco Bandai, Bethesda, and Tripwire Interactive. Conceptualized, developed and executed 3D and 2D animations, styleframes, character puppeteering and title card animations.

05/2023 – 08/2023
Los Angeles, CA
Motion Design Intern

Imaginary Forces

Collaborated with a team of the creative director, art director and designers to conceptualize and execute projects for clients including Apple TV, NBC, Wizards of the Coast. Assisted the team on 3d and 2d stage/background design, character design and illustration, character animatics, title cards composition and moodboarding.

09/2020 – 10/2020
Wuhan, China
Advertising Design Intern

GOME Electrical Appliances

Worked as graphic designer, produced posters, filmed and edited brand promotional videos, managed TikTok account and official website.

01/2020 – 02/2020
Wuhan, China
Graphic Design & Teaching Assistant Intern

Helen O'Grady Children's Theatre Institute

Worked as graphic design leader to produce booklet and invitation design for the theatre shows, and behind-the-scenes filming, taught acting in both English and Chinese.

AWARDS

Young Ones ADC Awards 2024, Gold
Graphis New Talent Awards 2024, Silver
Communication Arts Typography 2024, Winner
Young Ones TDC Awards 2023, Gold
Core77 Design Branding & Identity Awards 2023, Notable
Communication Arts Design Awards 2023, Winner (Amoeba Music Rebrand)
Communication Arts Design Awards 2023, Winner (*Dead Poets Society* Main Title)

FEATURES

Voyage LA Magazine
Shoutout LA

EXHIBITIONS

Lithographix Gallery
Hawthorne, CA
ArtCenter Motion Reel Gallery
Pasadena, CA
ArtCenter Student Gallery
Pasadena, CA

SKILLS & TOOLS

Proficient in: After Effects, Cinema 4D, OctaneRender, Premiere, Photoshop, InDesign, Illustrator, Lightroom, Figma, XD, Media Encoder, MadMapper, Nomad Sculpt, Keynote

Exploring: Unreal Engine, Maya, Generative AI (RunWay), Figma to HTML

Skills: 2D & 3D animation, art direction, brand identity, title sequence, style frames, modeling, editing, photography, conceptualization, UI/UX, typography, illustration, research, collaboration and communication

Language: English (Fluent), Mandarin (Native)