

# Yue (Annie) Zhu

Designer / Animator / 3D Artist

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## Education

**The University of Edinburgh** **Edinburgh, UK**  
**MSc in Design and Digital Media** **2020-2021**

**School of Visual Arts** **New York, NY**  
**Bachelor of Fine Arts in Animation** **2015-2019**

## Skills

**Design** | Photoshop (Advanced), Illustrator (Advanced), InDesign, Figma (Advanced), Adobe XD (Advanced)

**Motion Graphics** | Adobe After Effects (Advanced)

**Animation** | Adobe Animate, Toon boom Harmony (Advanced) TVPaint Animation

**Storyboarding** | Toon boom Storyboard Pro (Advanced)

**Video Editing** | Adobe Premier, Final Cut Pro

**3D** | Blender, Maya, Cinema 4D, Unity, Substance Painter

**Web Design** | DreamWeaver, HTML, CSS, WordPress

## Professional Experience

**SITA** **London, UK**  
**Brand Designer** **Nov 2023—Present**

- Contributed to SITA's rebranding. Established visual brand language and designed templates for social media, brochures, flyers, icons, merchandise, infographics, and presentations, ensuring alignment with brand guidelines and corporate messaging. Increased brand recognition and enhanced consistency by 45%
- Collaborated with creative, communication, and strategy team on 360 campaigns. Created marketing collateral, print adverts, event stands, web banners, email campaigns, and presentations. Increased lead generation growth by 10%
- Utilised reports, raw footage, and visual effects to produce corporate videos and animations showcasing SITA's stories, services, and products. Increased online interaction by 27%
- Established and managed a brand library, developing automation tools to reduce asset search and retrieval time. Liaised with marketing divisions for briefing and providing guidance on design style, production, and asset approval

**Whitezip Limited** **London, UK**  
**Designer** **Jan 2022—Feb 2023**

- Designed Whitezip's official site. Created 10+ wireframes, UI mockups and prototypes to optimise the web architectures, increasing leads by 25% and reducing bounce rate by 17%. Produced hero videos that strengthened the company's mission and promotes business growth
- Created 40 designs monthly, including logos, icons, web banners, motion graphic videos, 3d models and animations, raising click-through rates by 25% on landing pages
- Designed 130+ email campaigns, HTML5 banners and PPC ads for display advertising and paid social. Worked cross-functionally to maximise the brand identity and awareness of the target market

**AKMH LLC, Harbor c/o Billions** **New York, NY**  
**Animator** **Jan—May 2020**

- Worked as the key animator for the film *A Mouthful of Air*. Managed 6 assistant animators in the animation production, creating storyboards, style frames and final film edits. Cultivated a positive work environment and increased employee satisfaction rates by 23%
- Produced 20+ digital marketing materials including promotion ads, trailers, teasers, posters and interview videos for social media platforms. Edited videos for premieres, screenings and QA sessions and increased box office revenue by 16%
- Liaised between the animation and film departments, ensuring all requirements and feedback were met and streamlining the production process

**Designer, Animator, Storyboard Artist (Contract)**  
**May 2019—present**

- Created graphic designs, animations, storyboards, and illustrations for fintech, insurance, biotech, TV shows, films, mobile games, and music production, helping clients stand out in their industries.
- Consulted with clients to create designs that reflected their needs and budgets. Educated internal stakeholders on industry best practices for integrated campaigns, achieving a 95% client satisfaction rates
- Thrived in a fast-paced environment, demonstrating exceptional project management skills to consistently deliver high-quality artwork within tight deadlines. Received positive feedback for clear, effective and timely communication

**ideaMACHINE Studio** **Union City, NJ**  
**Productions Intern** **Sep—Oct 2019**

- Produced commercial videos, illustrations, motion graphics, explainer videos and sizzle reels that distinguish clients' brands and missions, exceeding revenue targets by 120% and increasing client retention rates by 24%
- Effectively presented design ideas to internal stakeholders, developing revenue earning opportunities and establishing long-term relationships with 3 investors during internship
- Took ownership of planning and creating digital graphics for social media and advertising. Streamlined the production process and reduced production time by 45%

**Panda Corner Corporation** **New York, NY**  
**Video Editing and Social Media Intern** **Jun—Sep 2019**

- Supported the content team in implementing social media campaigns, utilising backend analytics from Google Ads, Facebook Ads, Google Trends, and Google Analytics to understand campaign performance
- Created typography animations and character animations for the educational game app, Panda Corner. Analysed user behaviour to balance animation fidelity and gameplay responsiveness with the code and design teams
- Edited and managed short and long videos for Instagram, YouTube and Tiktok, resulting in 12k views and a 36%