



Ruolan Li

graphic&brand design, video, art direction
<https://liruolan46d451.myportfolio.com>

About Me

I'm a 24-year-old Master's student in Graphic Design&Art Direction based in Paris, currently available for an 1-year apprenticeship starting from September :) I have a big passion for every aspect of brand design, art direction, photography, motion graphics, packaging, and generative art.

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Creative Skills

Logo&brand

Typographic

Packaging

Illustration

Publishing&Print

Branding

Web design

Video editing

Generative art

Animation

Social media

UI design

PS

AI

ID

PR

AE

Lrc

XD

AU

DN

Figma

Language

English
bilingual

French
B2

Chinese
native

Korean
basic

Human Touch

existentialist philosophy, guitar, hiking, cats

CREATE INFINITY:)

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Paris, Île-de-France

EDUCATION

- 2023 - 2025
École Intuit lab, Paris
Master of Digital and Visual Communication Design
- 2019 - 2023 (Top5 University in China)
National University of Geoscience
Bachelor of Visual Communication Design

WORK EXPERIENCE

- 2024.03 - 2024.09
Estée Lauder, Paris
Creative Design EMEA
Responsible for enhancing brand creativity, creating digital photo & video campaigns for social media, contributing to digital/print campaigns, and collaborating with production agencies/marketing department. Assists Creative Manager in EMEA visual creation.
- 2023.06 - 2023.08
BYD Company
Junior Designer in Social Media Department
Executed social media operations, designed print materials (invitations, lookbooks, leaflets, packages). Created video content (motion design, animations) for diverse digital campaigns.
- 2023.03 - 2023.05
OPPO Company
Junior Designer in Europe Brand Department
Provided comprehensive event support for major launches (MWC, Realme GT3, Realme 10) including online/offline promotional material creation, and assisted the brand designer in managing service provider relationships, layout design, and font introduction.
- 2022.12 - 2023.02
National Natural Resource Agency, Beijing
Motion Graphic Designer
Managed video creation from planning (script revisions and shooting) to the final touches (video editing, animation, storyboards, and package design).
- 2023.08 - 2022.12
Space Optimizer
Graphic Designer for Culture and Heritage Tourism Project
Created digital photos and video campaigns for social media and cultural initiatives, collaborating seamlessly with production agencies for both print and digital advertising.

PROJECT EXPERIENCE (Paris)

- 2023 - 2024
NFT Camellia Fusion: Chanel x 2024 Paris Olympics Collaboration
NFT Art, Brand collaboration, Campaign Strategy, Brand Design, Motion Graphics, video editing.
FRENCH VERNACULAR Design
Elevated 'Baboville' bubble tea brand with upgraded branding, packaging, illustration, and typeface.