

Ruolan Li

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

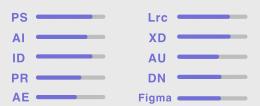
About Me

l'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 Web design **Typographic** Video editing **Packaging** Generative art Illustration Animation Publishing&Print Social media **Branding** Ul design

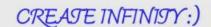


Language

English	French	Chinese	Korean
bilingual	B2	native	basic

Human Touch

existentialist philosophy, guitar, hiking, cats



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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.