# Wenxin Yan

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**Motion Designer · 3D · Real-time AR**

2025 | Red Dot Award: Brands & Communication Design · Communication Arts Award of Excellence

I'm a motion designer in the Bay Area working across **2D, 3D, and AR**. At TikTok, I created AR games and campaign videos for the **FIFA World Cup** and animated the **Spider-Man: Brand New Day** video templates. One BTS AR game I designed was used in **20K+ creator posts within two days**.

## EXPERIENCE

### Wanderboat, Motion & Brand Designer

*Oct 2026 - Present · Sunnyvale, CA*

- Create promo videos and brand animation for Wanderboat, an AI local-discovery map app (**6M+ monthly visits**).
- Design videos, merch, and event graphics for Wanderboat's **Golden State Warriors** 2026–27 season partnership.

### TikTok, Creative Designer

*Mar 2026 - Oct 2026 · San Jose, CA*

- Shipped motion graphics and video for TikTok's FIFA World Cup partnership and Sony Pictures' Spider-Man: Brand New Day, from styleframes to final delivery under **partner brand guidelines**.
- Animated the Spider-Man template system: **13 sections** across three campaign themes, with bold type and **beat-timed transitions** built to work across languages.
- Built **Mome Flow** (formerly Motion Agent), an agentic After Effects system made with Claude Code and Codex that turns briefs into editable animations, reducing rebuild time by about **90%**.

### Tencent, Motion Design Intern

*Jun 2025 - Sep 2025 · Shenzhen, CN*

- Designed **UI motion** for Roco Kingdom: World across Shop, Social, and Battle, and turned it into a **cross-feature motion system**, plus real-time VFX in **Unreal / Niagara**.
- Designed the Season 1 entry animation for the game's launch (**60M+** pre-registrations, **#1** on the China iOS free chart).

### SCAD × ADID, Motion Designer (Contract)

*Jan 2025 - Mar 2025 · Atlanta, GA*

- Created the logo animation, campaign film, and **2 kiosk screensavers** for the Atlanta Downtown Improvement District rebrand; presented to **20+ government stakeholders** and refined over several feedback rounds.

### Freelance & Team Projects, Motion & 3D Designer

*2022 - 2026 · Selected projects*

- Created storyboards and 3D scenes for REVERIE (2024), a **team concept film**; developed lighting, materials, and renders in Cinema 4D / Redshift within the team's creative direction.

### NetEase, Visual Designer

*May 2022 - Aug 2022 · Hangzhou, CN*

- Designed illustration and visual assets for NetEase's **25th Anniversary** celebration across promotional materials, merchandise, and event graphics.

## EDUCATION

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

*Sep 2022 - May 2026*

MFA Motion Media Design · MA Illustration

## SKILLS

**Motion:** After Effects · Premiere Pro · Lottie · storyboards & styleframes · type in motion · UI motion

**3D & AR:** Cinema 4D · Redshift · Maya · Houdini · Unreal Engine / Niagara · Effect House (face, body & world tracking)

**Design & AI:** Illustrator · Photoshop · Figma · Runway · Google Veo · Claude Code · Codex