

ENNA LI | CRIIATAN ART

Story Artist | Character | Layout Design

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LinkedIn | Pasadena, CA



Education

BFA - Illustration Entertainment Arts, with Distinction

- ArtCenter College of Design, Pasadena, CA

Experience

Freelance Storyboard Artist - Macy's "Own Your Style" Short Commercial: August 2022

- Created a short 30 second commercial storyboard with Toonboom Storyboard Pro
- Worked collaboratively with the director and producer to create engaging compositions and used strong camera direction to strengthen storytelling and acting
- Commercial shipped at the end of August 2022 and is available to view on cable

Freelance Illustrator - GEN BU, Start-Up Makeup Brand: January 2022 - February 2022

- Designed and illustrated the product packaging for a start-up makeup brand, utilizing Photoshop
- Participated in team meetings to clarify multiple design iterations in order to achieve the strongest design choice
- Strong time management helped meet client deadlines for packaging design completion

Teaching Assistant - ArtCenter College of Design: May 2021 - December 2022 | Pasadena, CA

- Assisted: Intro to Maya, Sketching for Entertainment, Style, Type 1, and Design Fundamentals 2
- Fostered a welcoming class environment by engaging with students in discussions on their interests, providing answers to their questions, and helping them with draw-overs and critiques
- Developed student community outside of class through email and social media group chats
- Collaborated with professors through Zoom meetings to coordinate class time and create engaging lessons tailored to the class and its needs

Relevant Coursework

Storyboarding 2: September - December 2022 | ArtCenter College of Design, Pasadena, CA

- Composed dynamic shots focusing on continuity of story and character in ToonBoom Storyboard Pro
- Developed emotional character moments through dynamic character acting and camera movement
- Completed "Soldiers", an original animatic

Character Design 1: September 2021 - December 2021 | ArtCenter College of Design, Pasadena, CA

- Researched and developed 5 characters using strong design language and nuanced costuming
- Designed 1 character line up consisting of 5 characters, 3 eight-point turnarounds, and 3 character expression sheets, utilizing Photoshop

Skill Set

Programs:

- ToonBoom Storyboard Pro, Photoshop, InDesign, Maya, Microsoft Suite, Google Suite, Final Draft 12

Design and Presentation:

- Narrative Illustration, Strong Drawing and Draftsmanship, Staging and Layout, Detailed Visual Presentation, Nuanced Reference Gathering, Strong Written and Oral Presentation

Leadership:

- Teamwork/Collaboration, Strong Time Management, Adaptable, Strong Communication, Detail-Oriented, Organized Workflow and Files

Languages:

- English (fluent), Mandarin (conversational)

Interests

- Computers and Technology, Games, Embroidery, Crochet, My Cat, Spicy Food

