

Yinglan Rao

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Education

Media Art & Animation Bachelor of Science 2014/10 - 2018/12

The Art Institute of California-San Francisco San Francisco, United State

Studied composition, color, and design principles based on hand-drawing abilities. Focused on narrative storytelling, 2D and 3D animation, modeling, background design, lighting, and rigging. From the initial stages of concept and prototype design to final editing and compositing, comprehend the commercial film and television workflow and creative thinking.

Won the Best Portfolio Award for undergraduates in animation media in the fall of 2018.

Work Experience

Shenzhen Magic Show Culture Technology Co., Ltd. 2022/3 – Present

Creative Planner & Designer Shenzhen

Led multiple project approval reviews and project management tasks; deeply understanding client needs; formulating preliminary planning and visual concepts. After clarifying the needs, write the creative plan, including space design, multimedia planning, VI, and material design. Worked closely with the team to monitor the project theme and tone, ensuring quality and innovation. Responsible for internal and external communication during transnational projects, jointly presenting planning schemes for client.

Shenzhen Media Group – Topchange Digital Studio 2020/12 – 2022/02

Project Planner Shenzhen

Led multiple project approval reviews and project management tasks, including creative planning, bidding process, team requirement refinement, and project plan integration. During project execution, supervised the progress of multimedia production and the quality of on-site screening, provided regular status reports, managed risks, and solved problems.

Sunvalleytek International Inc. 2019/9 - 2020/11

3D designer Shenzhen

Responsible for product 3D model optimization, product listing rendering, and graphic design. Served as the leader of the 3D team, coordinated department communication; optimized workflow and guidelines; formulated, and implemented department rules. Maintained OA, DingTalk, and ERP task management systems, received requirements, and controlled project duration. Supervised project progress; 3D job performance; listing set conversion rate quality; and regularly summarized team performance information.

Project Experience

Luoyang Huaguo Mountain Water Curtain Cave Light Show 2023.2 – 2023.4

Creative Planner - Magic Show Culture

Description: A project to enhance the visitor experience at Huaguo Mountain's Water Curtain Cave was undertaken, with an investment of 4.8 million yuan and a duration of 35 days. The client's plot outline was utilized to develop a script with three various endings. The project spanned initial planning, installation design, and multimedia solutions. LED checkpoints, fog screen projections, and content projected onto the cave wall were set up, considering the unique conditions of the venue. In collaboration with subcontractors, six films across three

series were produced, innovatively utilizing complex projection surfaces to sync playback with actor performances.

Responsibility:

1. Planning the main visual of the film
2. Design LED check-in points for immersive tour experience
3. Wrote multimedia scripts and live performance scripts
4. Promoted overseas teams to produce multimedia content
5. Coordinate with hardware parties for project implementation to ensure on-site implementation

Achievements: This project successfully enhanced the Water Curtain Cave experience, merging 3D, fog forest, and light-shadow technology to create Henan's first live interactive light show at a scenic spot. The innovative concept of "Mountain and Sea Picture Scroll Light and Shadow Drama + Mountain and Sea Journey Interactive Light Show" was introduced. Over the May Day holiday, the scenic area hit record visitors, emerged as a local hot spot, and was shortlisted for Luoyang's Top Attractions.

Link: <https://mp.weixin.qq.com/s/gYJzwhI7h15nxA31UTlrSQ>

Enshi Dragon Nest Flying Theater

\ 2022.4 – Present

Project Planner - Magic Show Culture

Description: The project, currently in its early planning stage, integrates the park's IP with Enshi's local characteristics. Creatively incorporating a 22-meter diameter dome screen motion platform flight cinema short film, a 180-meter immersive live drama, and a 1100 square meter space concept design. The content involves early planning and multimedia script storyboard design. Given the on-site conditions and plot, we plan the space landscape, and combine Enshi's landforms and Dragon Valley's scenic features to create a uniquely characteristic space art concept.

Responsibility:

1. Plan a flight cinema, live drama, and space design that combines Enshi's characteristics
2. Plan a unique landscape space and design multimedia interaction points
3. Write scripts and draw storyboards
4. Managed communication with clients, main contractors, and planning companies to ensure project planning feasibility.

Achievements: The project has successfully completed the early planning of the Enshi Happy Habitat Valley Dual IP Theme Park, and the first phase of the park's architectural planning scheme was announced by the Enshi State Natural Resources and Planning Bureau in August 2022.

Shenzhen Airport Satellite Terminal LED Media Planner

2021.9 – 2021.12

Project Planner - Topchange Digital Studio

Description: With a budget of 1.68 million, 90 days timeline, and 27 team members, this project involved the creation of nine custom advertisements for five distinct screen configurations, as well as promotions for a satellite terminal opening. Six videos were internally produced, with an additional three contributed by subcontractors. Multiple teams collaborated to ensure ad compatibility with diverse hardware and broadcast systems. The terminal opening was widely publicized, and post-project, year-long content maintenance for the screens was implemented.

Responsibility:

1. Oversaw project planning, managed bids and documentations.
2. Developed 3 creative plans and storyboards, assisted team in completing additional 2 projects
3. Managing project risks, solving issues that arose during the project
4. Coordinating terminal opening media promotion, advertising through multiple channels
5. Post-project, contributed to a client maintaining content for five irregular screens over a year.

Achievements: Successfully completed the industry's first project customizing multiple irregular screens with completely different appearances and broadcast control systems, achieving high client satisfaction with a versatile large screen advertisement template as per contract requirements. Collaborated with irregular screen multiple suppliers, optimizing the on-site presentation effects of 13 irregular large screens. Promoted the satellite terminal's opening day through multiple channels, such as Shenzhen News, First Scene, and new media public accounts. Successfully collaborated with the company team to maintain the content operation of the five sets of irregular screens for one year after project completion.

Link: https://mp.weixin.qq.com/s/m3y_4vg0CwY7aNK-PohPXg

Certificate & Skill

Certificate : Project Management Professional (PMP)® Certification

Design: Maya / Rhino / UE5 / Photoshop / Stable Diffusion

Software: GPT4 / OA/ PowerPoint/ Project

Skill: Project planning / Visual expression / 3D development

Language : English / Mandarin / Cantonese

Summary Objective

Familiar with Project Management Knowledge (PMBOK), with experience managing an 8-person team. Skilled at absorbing information from both domestic and international sources, demonstrating self-learning abilities and the courage to challenge new production methods. Possesses solid 3D production experience, capable of quickly proposing creative ideas, writing plans, and completing main visual effects according to project requirements.