

DESIGNER & PLANNER

Yinglan_Project Portfolio

Creative 3D Design & Project Planning

YINGLAN RAO

CREATIVE PLANNER & DESIGN
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<https://yinglan.me>

Personal

AGE: 28 EDU: Bachelor

Skill & Certificate

Certificate:
Project Management Professional

Skill:
Project planning / Visual expression /
3D development

Design:
Maya / Rhino / UE5 / PHOTOSHOP /
STABLE DIFFUSION

Software:
GPT4/ OA / PowerPoint / project

Language:
English / Mandarin / Cantonese

WORK EXPERIENCE

- Creative Planner & Designer** 2022.03 - Present
Shenzhen
Shenzhen Magic Show Culture Technology Co., Ltd.
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.
- Project Planner** 2020.12 - 2022.02
Shenzhen
Shenzhen Media Group – Topchange Digital Studio
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.
- 3D designer** 2019.9 - 2020.11
Shenzhen
Sunvalleytek International Inc.
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.
- 2D Aniamtor - Oddrey Program** 2016.10 - 2017.10
San Francisco, United State
Racket in the Attic Production
Responsible one of the protagonist's character concept design
Create character demo reel
Improve the frame according to the script
Character animation keyframes drawing

EDUCATION

Media Art & Aniamtion | BS 2014 - 2018
The Art Institute of California San Francisco, United State
San Francisco

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.

SUMMARY

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.

Catalog

Case Study

P4 - P31

Cultural Tourism Planning Case

Multimedia Case

New Media Case

Visual Design

P31 - P37

Design Rendering

E-commerce Design

Luoyang Water Curtain Cave Light Show

Leverage the theme park IP to create content, combine with live NPC scenarios to guide visitors to explore an immersive interactive light and shadow play themed on "Scroll of Mountains and Seas". This enhances the visitor experience of the Water Curtain Cave in the Hua Guo Mountain Scenic Area.

Responsibility

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



Case Show

Project Planning

Design Concept

Combine the characteristics of the scenic spot with newly-edited traditional national culture and implant the theme park IP. Create an immersive performance using LED, fog, and cave projections. In the visuals, integrate elements of fantasy, ink painting, mural, abstract art, and other traditional aesthetics into the picture. Multiple styles overlap, creating a unique world inside the cave.

设计方向

传统文化新编
重新梳理蓬莱悠久的历史人文，重点提取蓬莱山特有的《山海经》文化，塑造全新故事融入景区，打造游戏为文化的载体。

IP植入
结合《山海经》，原创多个虚拟角色作为景区IP，全新、经典的人物形象植入景区，形成新的景区文化符号，增加景区的附加价值和品牌属性。

多维度假玩
打破传统观光游览模式，加入沉浸式科技、沉浸式体验、沉浸式文化互动，让游客深度参与，提升代入感和沉浸感，同时丰富游客的体验方式，打造沉浸式度假产品。

集中引流
由于景区辐射面积过大，不同区域相距较长，在前期将以水帘洞为核心，打造沉浸式互动体验，以此作为引流点，这样的集中引流策略能有效提升景区整体吸引力，利于景区引流。

节点布局

山海经神话IP植入，重点提取蓬莱山特有的《山海经》文化，塑造全新故事融入景区，打造游戏为文化的载体。

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Story Outline

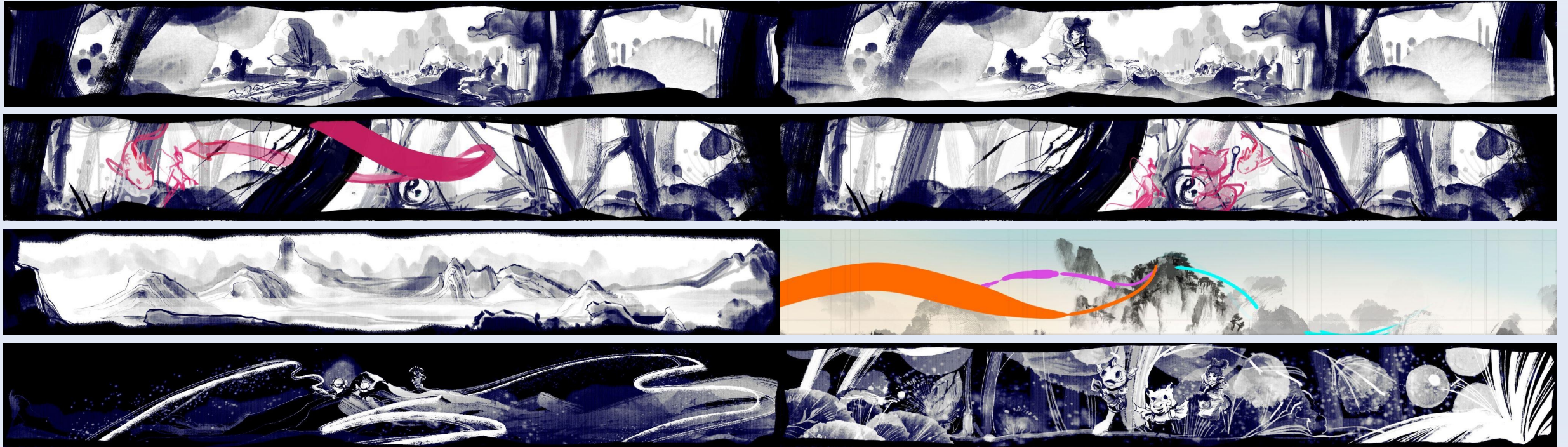
According to legend, an ancient village lives in a sealed scroll. As to how through the Water Gate, they will encounter a scroll. To explore the origin of the village, they will meet two IP characters who will guide them on an adventure to explore the Water Gate.

"Sound and light cooperation to break the seal and aid the villagers in protecting their hometown. The sea will gradually loosen with real-time. Eventually, the sea will collapse, revealing the entrance for the next development phase."

水帘洞瀑布
水帘洞内
水帘洞外

Storyboard

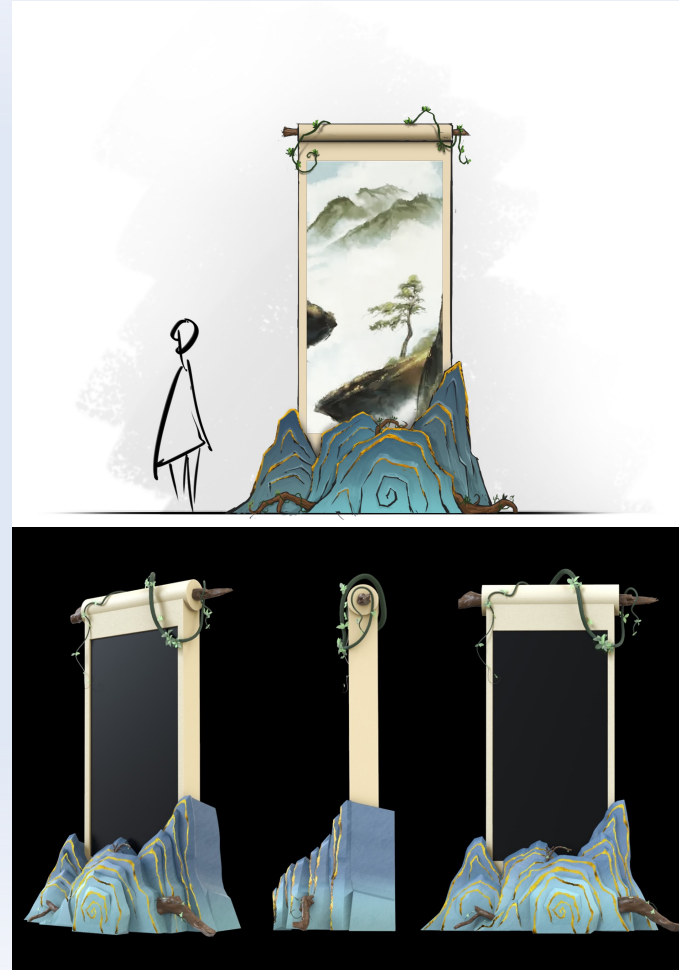
Stylize Storyboard



Responsibility

- Responsible for ensuring that the output of the overseas team is consistent with the style of the creative proposal.
- Cooperate with the overseas execution team to produce hand-drawn style storyboards and DEMO videos.
- Track the overseas execution team to complete the production of three sets of films.

LED Asset Design



Design Concept

Incorporate figures from the "Scroll of Mountains and Seas" stories into the scroll shape concept and design the LED exterior with elements of fantastical mountains, rocks, plants, and trees.

Wuhan Happy Valley Extreme World Design Planning

Drawing inspiration from the exhilarating speed of the aerodynamically launched roller coaster, the "Extreme Racing Car", a concept of a metaverse space station was formed. This concept incorporates potent minimalist sci-fi elements and a uniform color palette to establish a unique interstellar visual experience.

Responsibility

- Conceptual design of the Extreme Roller coaster space
- Multimedia planning for the Extreme Roller coaster
- Material design for Star Trek Mine Car

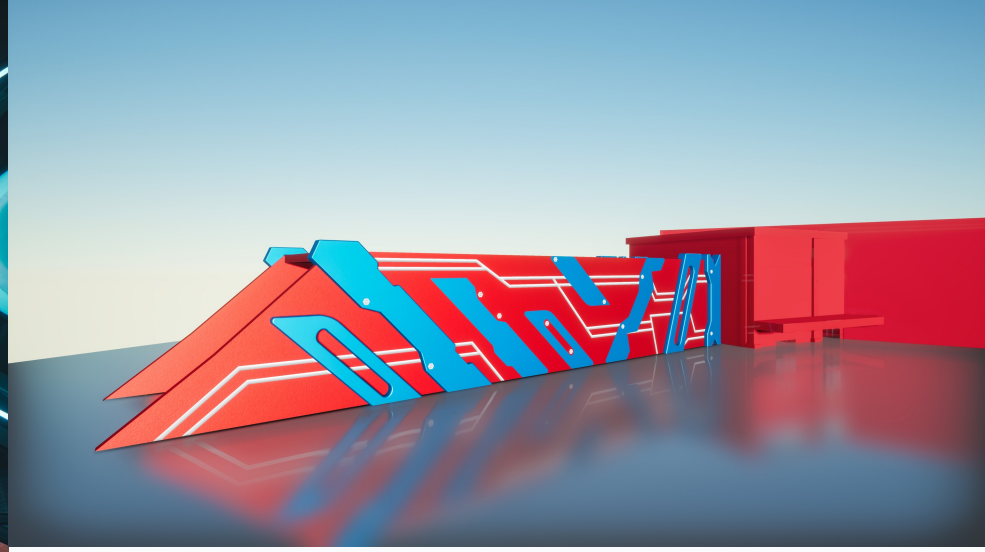
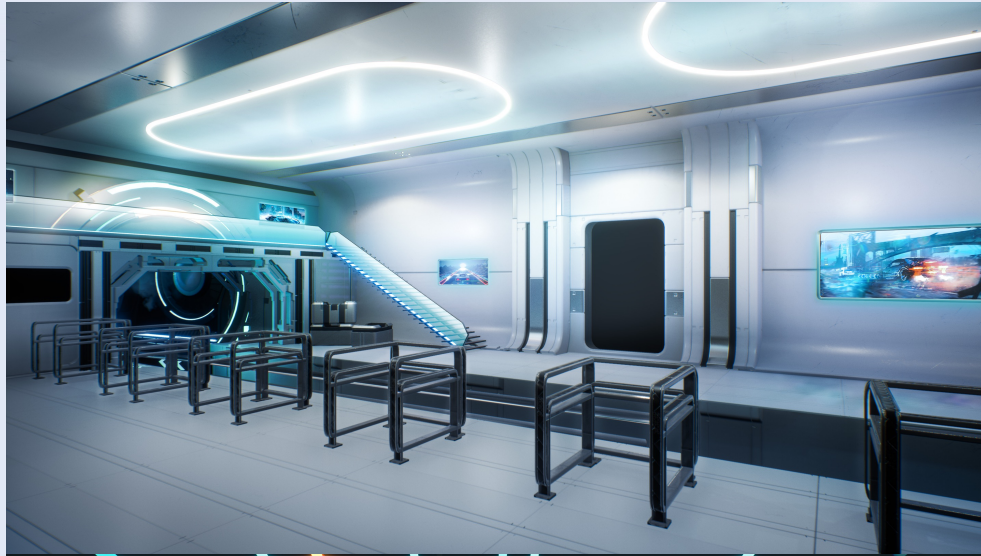


Case Show



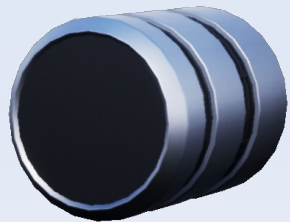
Space Conceptual Design

Concept Design



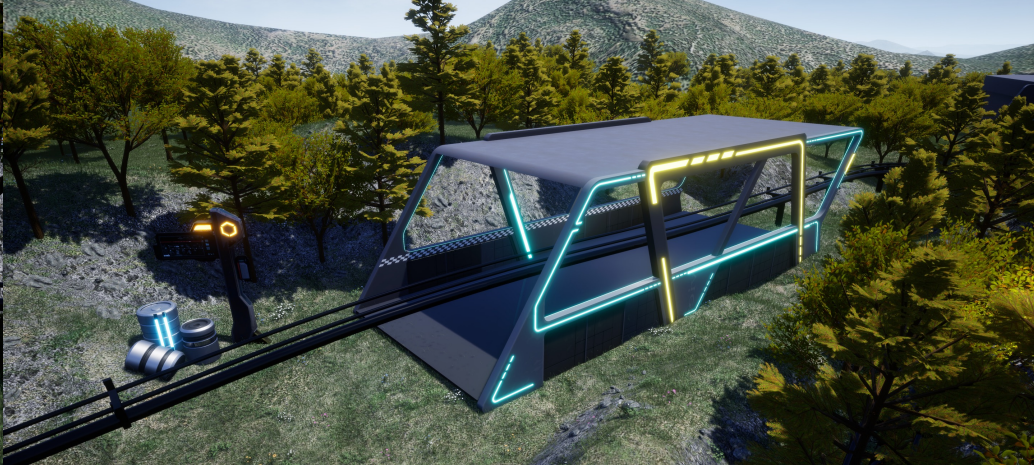
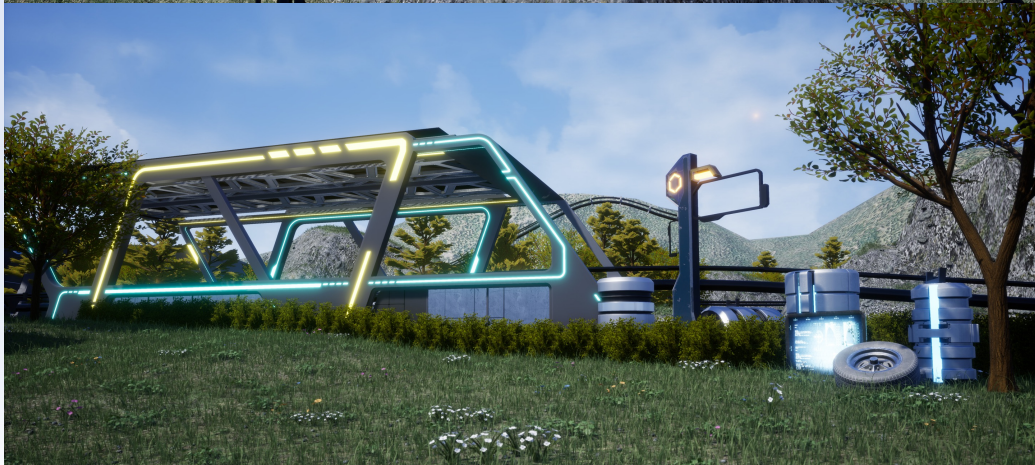
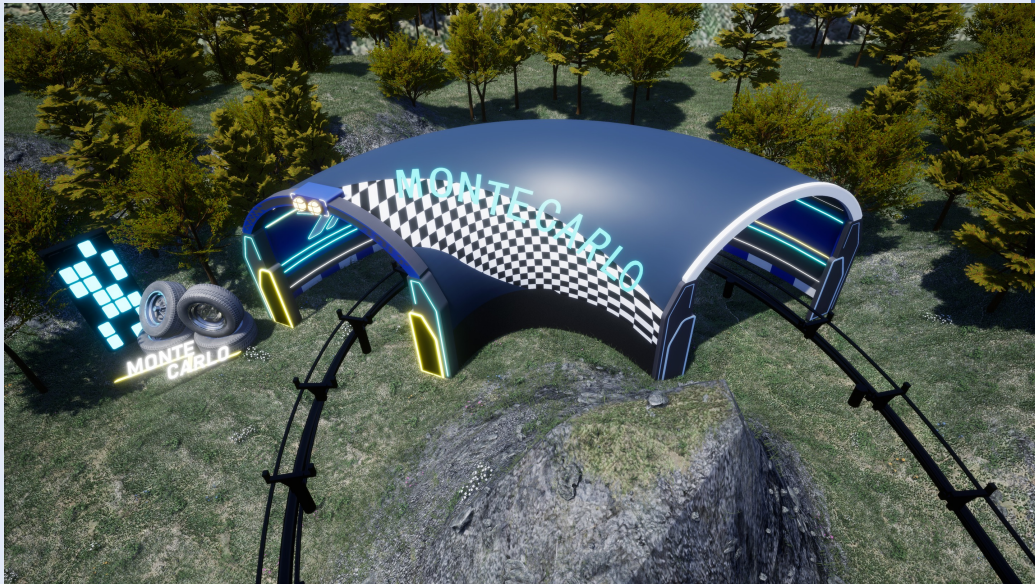
Material Conceptual Design

Concept Design



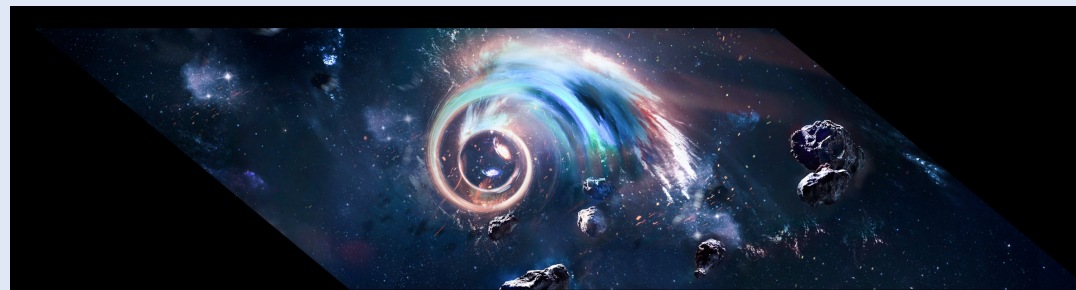
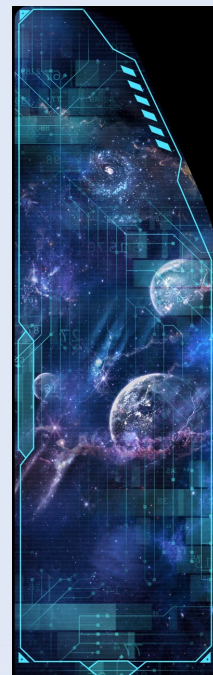
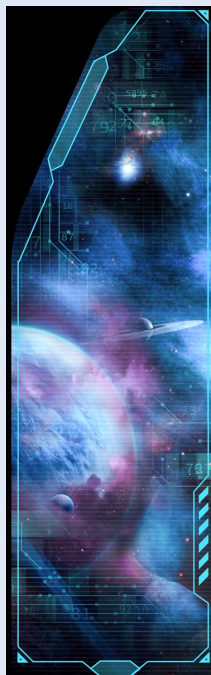
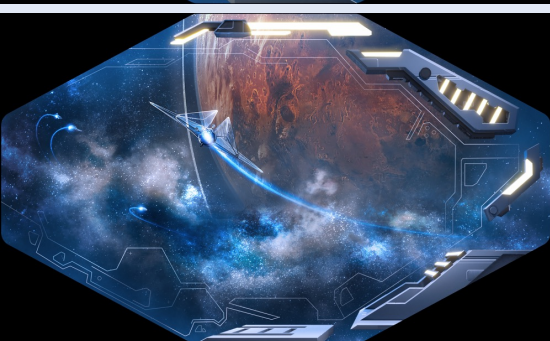
Spatial Rendering

Concept Design



Lightbox Effect Diagram

Concept Design



Central Control UI

Concept Design



Enshi Dragon Nest Flying Theater

The creative includes a 22-meter diameter spherical motion platform flight theater short film, a 180-meter immersive walking action drama, and an 1100-square-meter space concept design. The content covers pre-planning, and multimedia script storyboard design. Considering on-site conditions and plot, the space landscape is planned, while combining the topography of Enshi and the unique features of Dragon Valley to create a unique space concept art.

Responsibility

- Plan a flight cinema, walking action drama, and space design that incorporates the features of Enshi
- Plan unique landscape spaces, design multimedia interaction points
- Write scripts, draw storyboards
- Responsible for communicating with clients, general contractors, and planning companies to promote the feasibility of project pre-planning implementation



Spatial planning

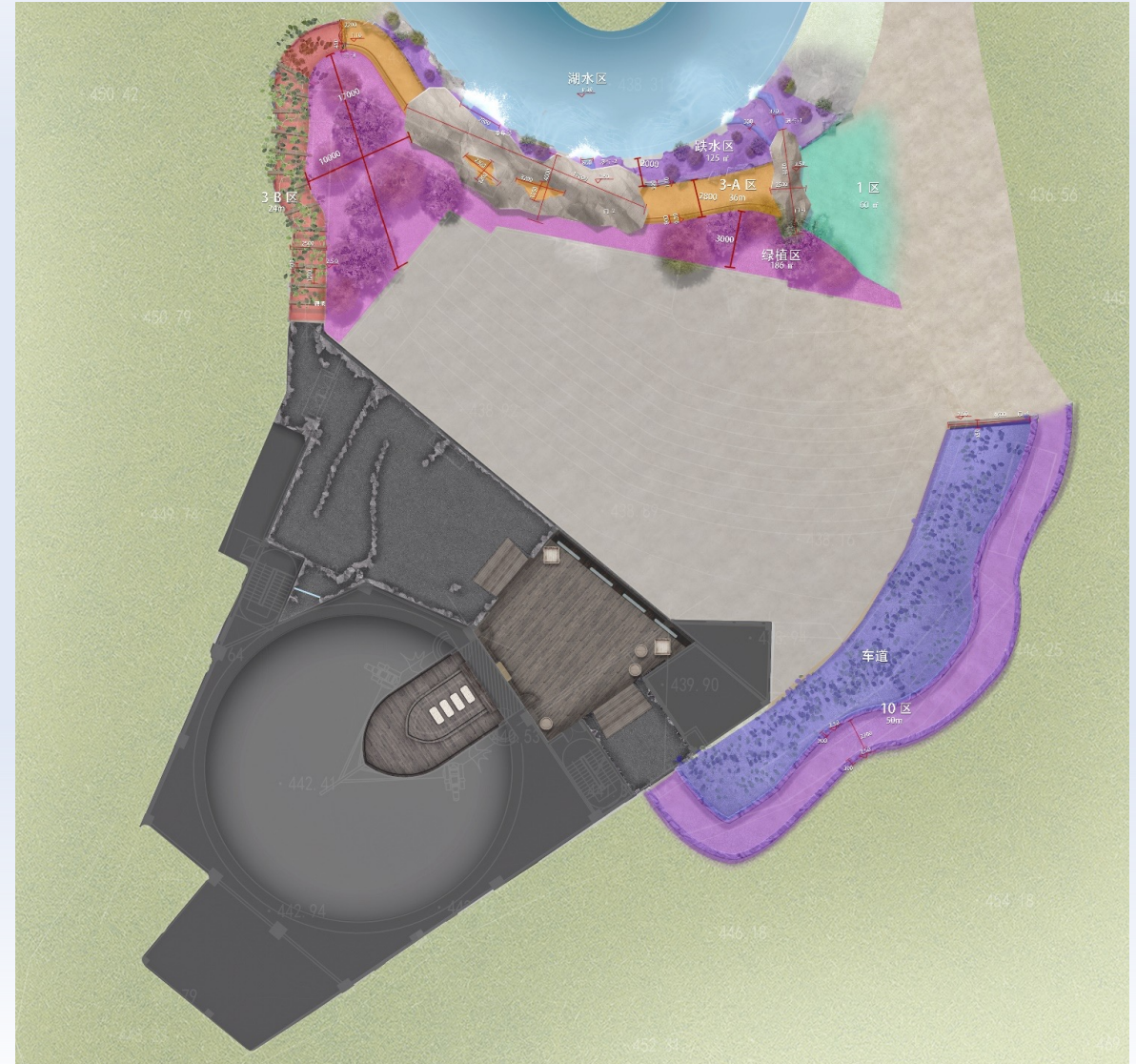
Concept Design

Design Concept

This amusement park project plans a space layout based on the storyline. In the forest path, live NPCs guide visitors to start the journey of searching for dragons, and the monster movement arranged in the dense forest area increases the tension of visitors' exploration.

In the indoor cave maze area, a projection waterfall is used to display the silhouette of the black dragon, foreshadowing the subsequent plot development. Subsequently, the live performance and simulated boarding design scenes make visitors experience the thrill of boarding on the cliff edge, and the flight cinema allows visitors to fully experience the journey of searching for dragons.

The entire play process is intended to create a sense of immersion for visitors.



Spatial Rendering

Concept Design



Zhengzhou Haichang Jellyfish Hall Light Show

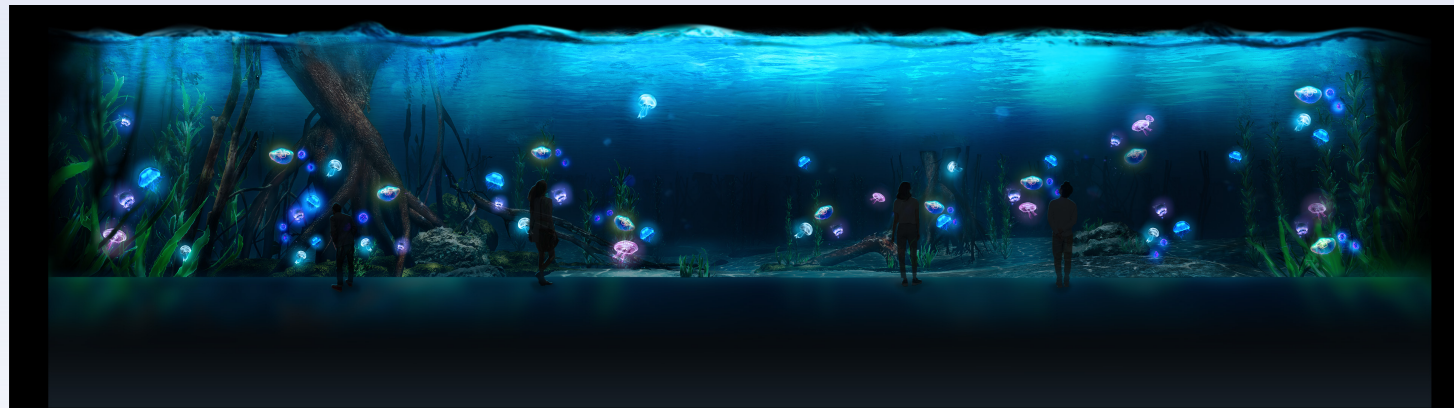
Project Introduction:

The design of the science light show in the entrance corridor of the Jellyfish Museum artistically depicts the process of jellyfish thriving in the mangrove forest.

It not only attracts visitors for social media check-ins but also educates and raises audience awareness about ecological protection.

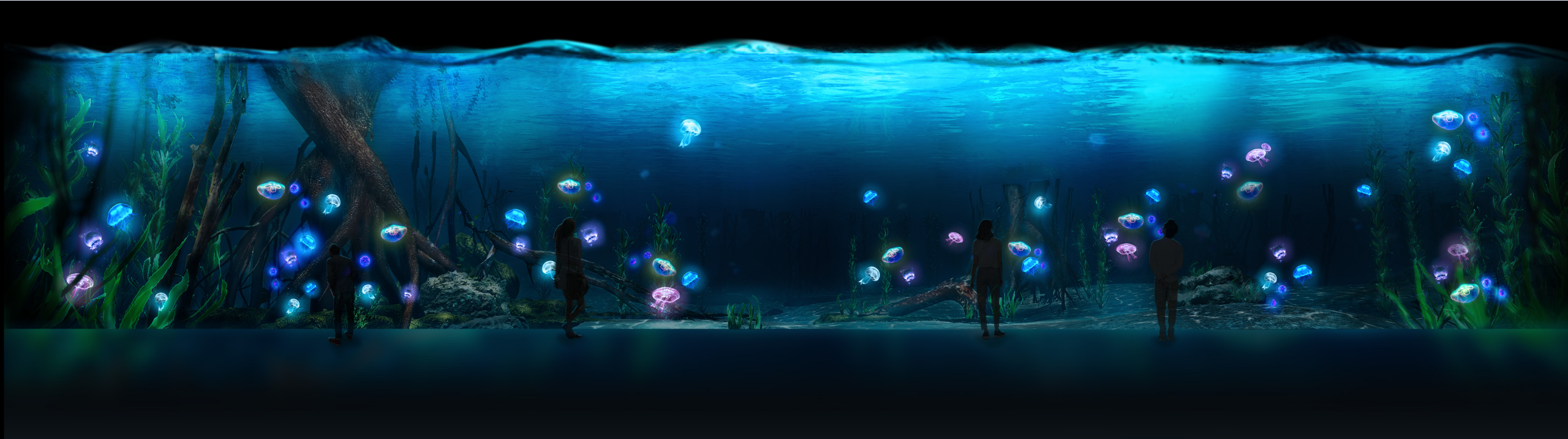
Responsibility

- 3D scene design
- Storyboard design



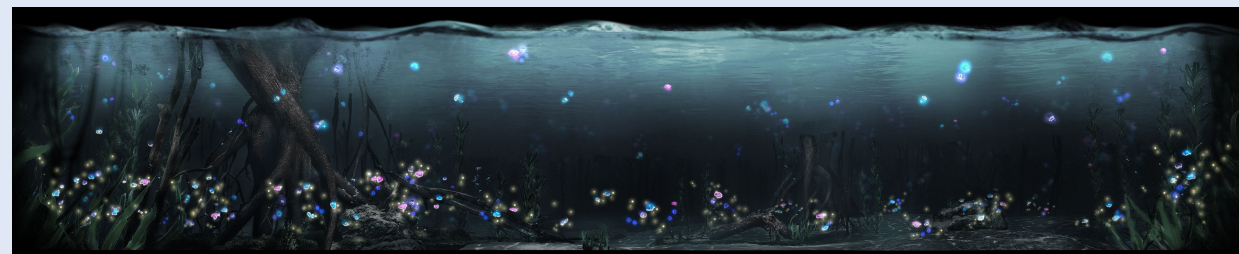
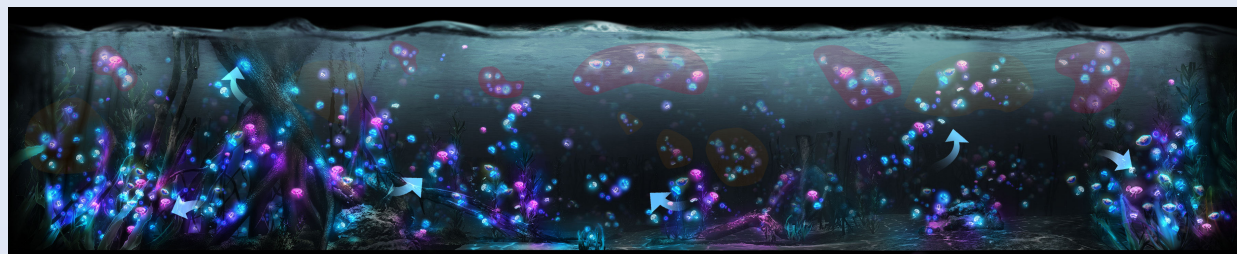
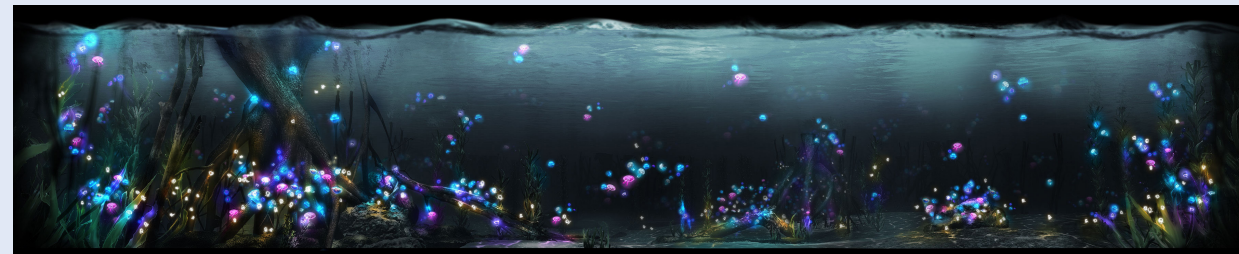
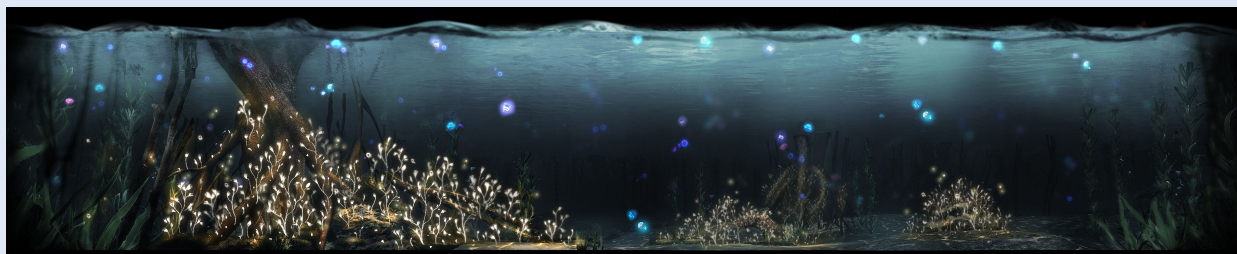
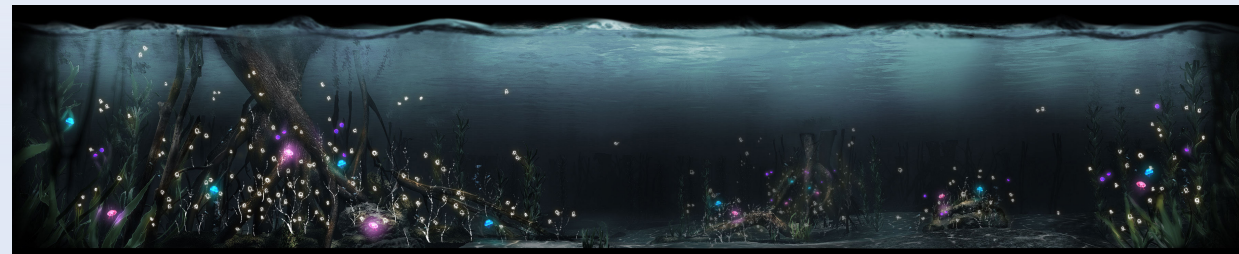
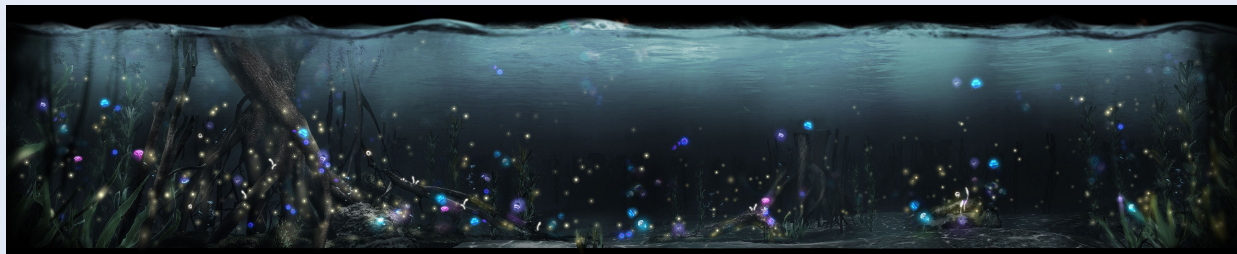
Space Conceptual design

Stylize Storyboard



Storyboard

Styleze Storyboard



Design Concept

Show the birth process of jellyfish and add dynamic effects to provide a rich visual effect that is both aesthetically pleasing and dreamlike;

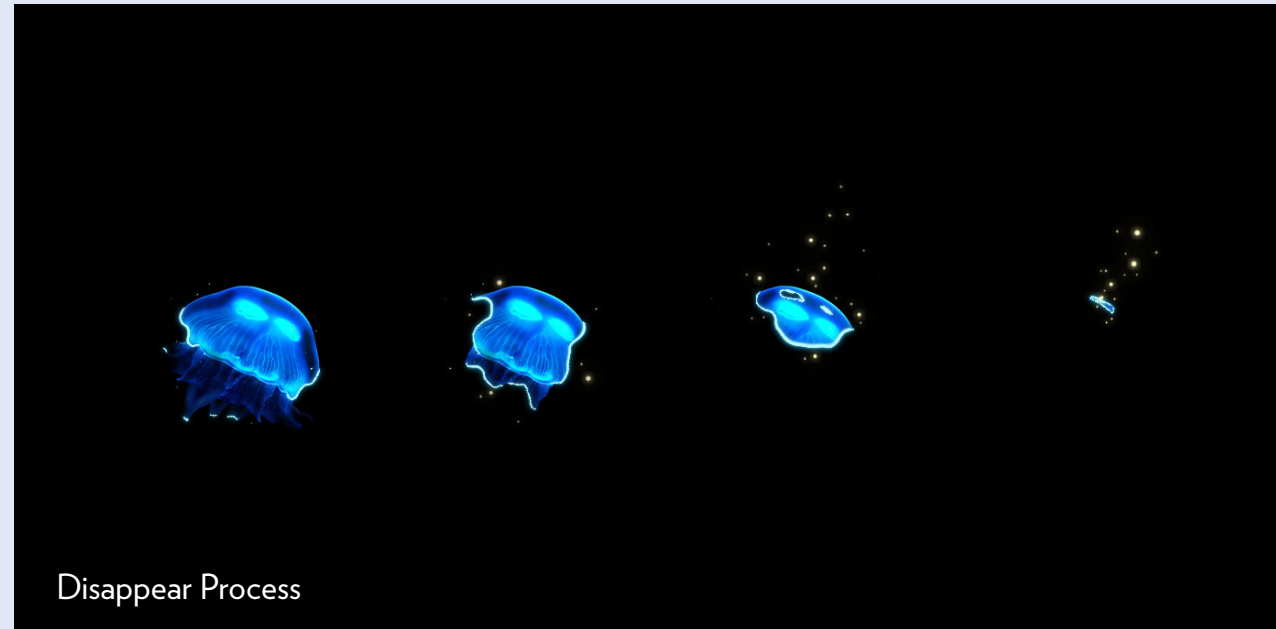
Recreate the dreamlike and beautiful posture of jellyfish, combined with a large projection space, to create an immersive undersea light and shadow space;

Simulate the mangrove forest ecosystem to present the lifecycle of jellyfish in their natural environment.



Elemental Design

Styleze Storyboard



Zibo Liaozhai Park Area Upgrade Planning

This project is based on the Liaozhai IP to upgrade the visiting experience of Zibo Liaozhai Park. The plan includes a total of 5150 square meters of a dynamic walk-through maze, holographic theater, and a night tour plan for the park. It covers pre-planning, multimedia performance design, planning of special effects points based on the plot, and space concept art design.

Responsibility

- Plan the central theme and design the gameplay process for two individual projects
- Plan space layout and concept design
- Design multimedia interaction points
- Collaborate in writing multimedia outlines and operation plans



Space Conceptual design

Concept Design

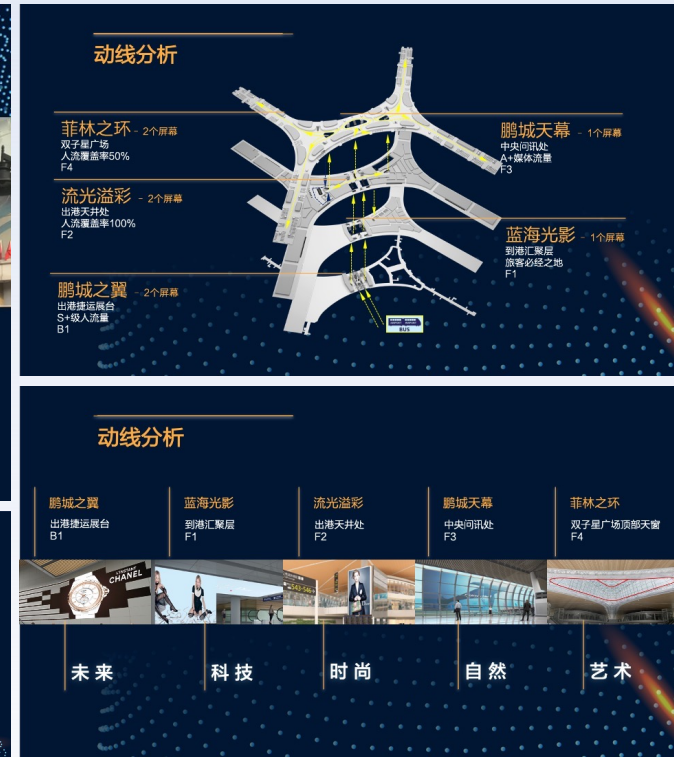
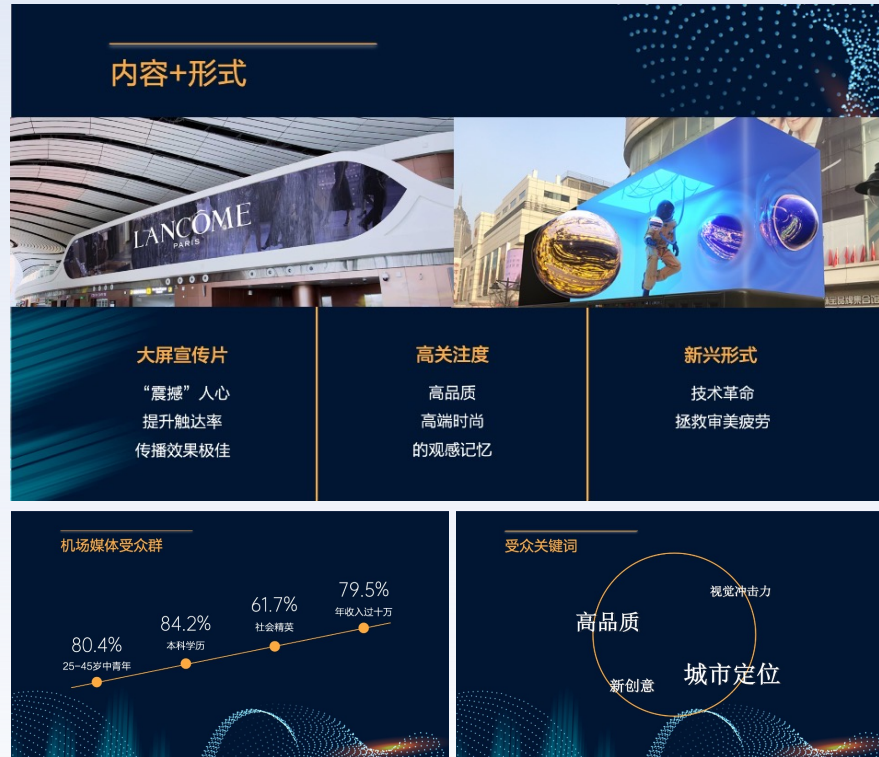


Shenzhen Airport Satellite Terminal Screen Advertising Planning

Customize nine advertisements and the opening promotion for five groups of irregular screens for the satellite terminal and announce the opening of the satellite terminal through the Shenzhen news channel, and new media public accounts. After the project is completed, provide content operation services for five groups of irregular screens for one year.

Responsibility

- Customize creative visual communication advertisements according to the characteristics of irregular screens
- Write three creative film proposals and correspondingly draw storyboards
- Assist the company and outsourced team to complete the remaining two sets of proposals.



Storyboard

Stylize Storyboard



Design Concept

Refine Shenzhen elements, propose five creative directions according to five groups of large screens.

Plan creative proposals according to client needs and different large screen size characteristics.

Responsibility

- Responsible for the storyboard of irregular triangle screen, transparent screen, and glasses-free 3D screen advertisements
- Collaborate with the execution team for 3D style storyboard and DEMO video
- Track the outsourced team to complete the production of two sets of advertisements

Satellite Terminal Opening Promotion Planning

Track the opening activities of the satellite terminal through Shenzhen's official media channels, and simultaneously publish press releases for the opening reports on multiple publicity channels.

Responsibility

- Propose a publicity plan, cover Tv Channel, Weibo, WeChat public account
- Liaise with the media, and participate in optimizing the press release copy





Satellite Terminal Opening Promotional Film

The promotional film is intended to present the overall design flow of the satellite terminal.

In the form of aerial photography, it shows the internal and external space of the satellite terminal.

Passenger walking lines, advertising positions, etc.

Data presents the strategic significance of building the satellite terminal

Record the construction process of the satellite terminal.

Responsibility

- Propose creative ideas and preliminary storyboards
- Plan video content with the channel shooting team of Shenzhen Broadcasting TV



OCT Dome Event Planning Proposal

Design the 2022 OCT-LOFT Creative Festival dome event planning proposal. Use digital art as the carrier and light show entertainment as the main experience form of immersive performance.

Combined with external art light shows, it creates a dome product suitable for art exhibitions and diversified commercial carrier activities.

Responsibility

- Copywriting planning
- Operation planning
- PPT visual design

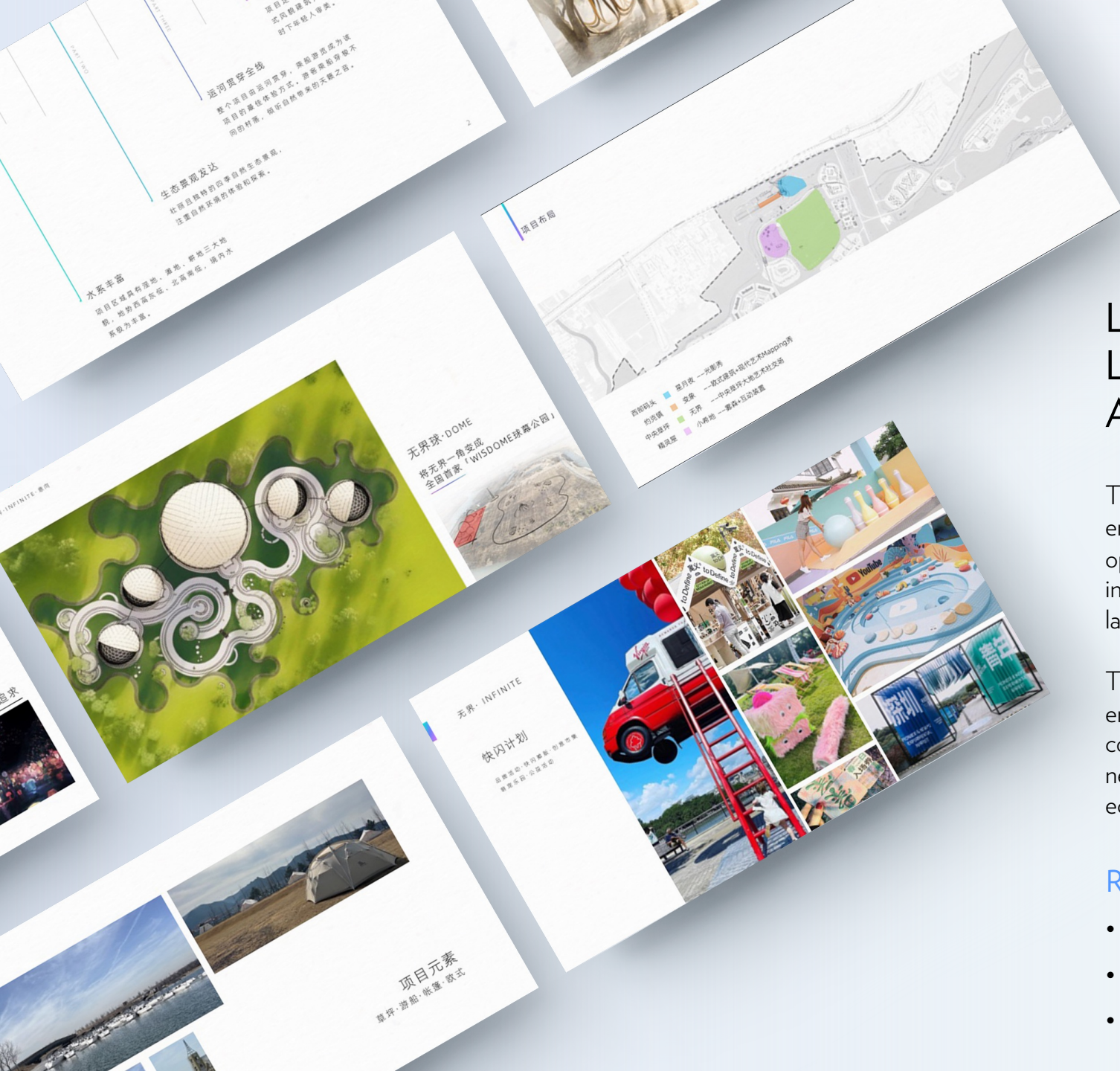
Luoyang Luoshui Changgu Park Area Upgrade Planning

This plan aims to enrich the functions of the site, build social places, enhance the vitality of the night economy, and meet diversified operational needs. With the help of floodlighting, light shows, and art installations, the spatial structure of several scenic areas such as large lawns, docks, and small towns has been reorganized.

The plan is to create a social place that integrates nature, art, and entertainment, extend the stay of visitors, and promote secondary consumption. Meanwhile, it takes into account diversified operational needs such as pop-ups, festivals, and markets, enhancing the economic value and vitality of the park.

Responsibility

- Copywriting planning
- Operation planning
- PPT visual design



Wensan St. Digital Release Center Design Proposal

Design the Hangzhou Wensan Street project proposal, conveying the design concept and construction scheme of the release center to customers and potential partners, as well as the concept form of the integrated operation of the overall online and offline release system after landing.

Responsibility

- PPT visual design
- Data visualization
- Concept and plan presentation, template creation, technical detail display



Topchange Digital Annual WeChat SVG

Two types of promotional SVGs aimed at different holiday hotspots, with a graphic comparison interaction form and old-word-new-translation copywriting, introducing the studio's annual core products and awards won.

Responsibility

- Design SVG prototype
- Responsible for optimizing copywriting and visual effects
- Propose GIF animation to enhance screen effect
- Solve the creative presentation problems of the official WeChat account, and jointly promote SVG online with the technical department



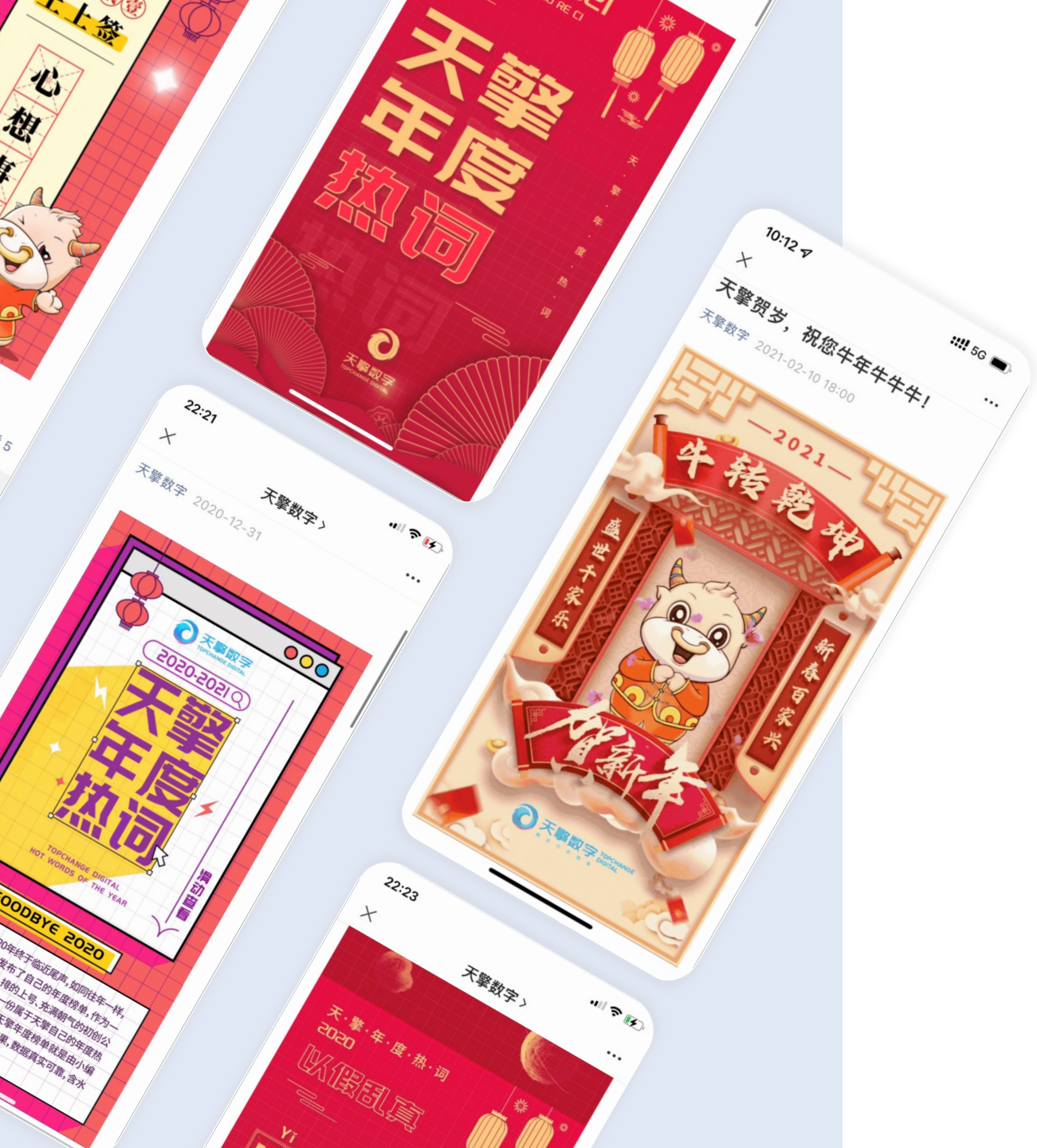
New Year's Card



Spring Festival Edition



New Year's Day Edition



Concept Rendering

Sketch Design



Concept Rendering

Sketch Design




Product Graphic Design

Product Rendering

Multiple Lighting Combinations

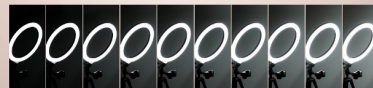
Fulfills every lighting need and occasion



Cool Light
5000K-6500K

Daylight
4100K-4700K

Warm Light
2700K-3300K



Adjustable Brightness: 10%-100%

Extendable & Stable Tripod

Stand it on the floor or set up on a table

Superior Aluminum Alloy Material



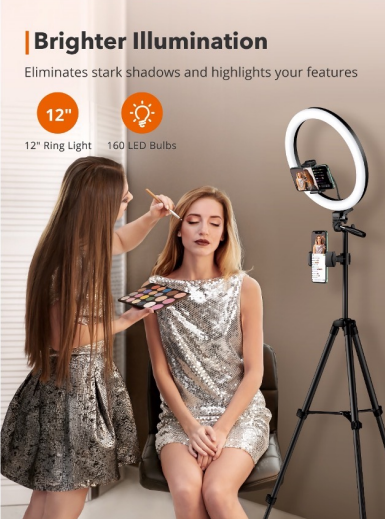
16 in

53 in

Brighter Illumination

Eliminates stark shadows and highlights your features

12" Ring Light 160 LED Bulbs



TOTRONICS

12" Dimmbares Ringlicht

Das Geheimnis, um schmeichelhafte Bilder/Videos aufzunehmen

Hellere Beleuchtung

Bluetooth Fernauslöser

3 Farbmodi

Stufenlose Helligkeitsanpassung



Illuminate Your Beauty in Various Lighting Effects

TaoTronics 12" Dimmable Ring Light with 3 color temperatures and luminance adjustment from 1-100%, provides perfect illumination to erase harsh shadows from your face and highlight your beauty. This is an ideal light source for a range of shooting situations like photography, makeup, live streaming, YouTube videos and more.

12" Ring Light
160 LED Bulbs
Superior Aluminum Alloy Tripod
16 to 53in Extendable Tripod Stand
2 Rotatable Phone Clips



TOTRONICS

Technology Enhances Life
TaoTronics, a flagship brand under the Sunvalley group, is dedicated to providing superior-quality, reasonably priced electronic products that improve the lives of our customers. We strive to develop, innovate and focus on utilizing the latest technology into easy-to-use devices.

2 Phone Clips

Convenient phone placement so you can focus on recording



4.8-8.1cm

360°




Bluetooth Remote Shutter

Effortlessly record or take photos alone


iOS Android 33ft/10m

iOS System Android System Operation Distance




Rotatable Tripod Head

Find the perfect illumination angle to light up your beauty



180°

360°



1 Einschalten / Ausschalten
2 Helligkeit +

3 Modus-Einstellung
4 Helligkeit-




USB Powered
Powered by most devices with a 5V/2A output, like wall chargers, power banks, etc.

Easy Control
Just press the button on the USB cable to switch color modes and adjust the brightness.



Multifunctional Tripod Head
Install your camera to the tripod to hold the camera steady while taking photos.




Schmeichelnde Beleuchtung,
Blendende Schönheit

3D Design

Product Rendering



Long Runtime

Frees you from refilling water frequently with the low cool mist output



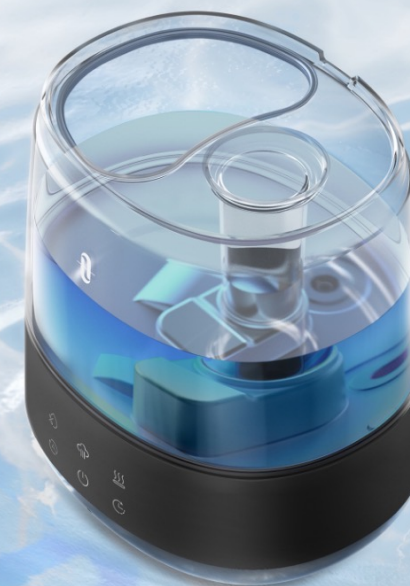
Water Tank:
6L/1.58Gal



Working Time:
60hrs



Room Size:
753ft²/70m²



3D Design

Product Rendering



DESIGNER & PLANNING

Looking forward to connecting with you.



18603033816



loveuxu