



CONTACT



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<https://www.demiwu.com/>



Shanghai/London

PERSONAL

Birthday : 1994

Languages : Chinese, English

INTERESTS



Cinema



Music



Videogames



Theatre



Travelling



Fitness



Money



Books

CONNECT



<https://www.facebook.com/55Demi/>



[behance.net/Demi-Wu](https://www.behance.net/Demi-Wu)



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Demi Wu

Animation director & Visual Designer & Animator

PROFILE

I am an animation director, visual designer, and animator who is passionate about the animation industry. I graduated from the University of the Arts London and have been involved in creative design, storyboard drawing, art direction, and post-production for numerous well-known brand projects. With five years of experience in the industry, I have overseas work experience, not only possessing the ability to independently produce, but also excelling in teamwork. For example, I participated in the visual storyboard design for Adidas' new product release VR experience and successfully landed in the UK, winning the pursuit of trendsetters. The advertisement "Leins Sea" created in collaboration with Chaumet brand has received over 20 million views. As a senior animator, I also participated in the animation production of "Ahoy! PIP" for BBC Chanel 5. In addition, I collaborated with the British Museum to contribute artwork to the Inside Out Festival. My personal work "Eternal While It Lasts" has won and been shortlisted in 26+ international film festivals. I am not only professional and efficient, but also dedicated to providing visually immersive content, and focused on combining cutting-edge technology to provide audiences with innovative experiences.

FILMOGRAPHY

Eternal While It Last (2021)

樸 (PU) | *AR Animation* (2021)

Beigel bake (2021)

Back on Track (2021)

Everydayness_360 VR Animation (2021)

Straw Dog (2021)

Liens Sea (2019)

Deadline (2016)

WORK EXPERIENCE

2022-2022

Wid-Weight Creative

Happy Finish

Content: Specializing in creative fashion and virtual human design for the metaverse, providing services in art direction, character design, and storyboarding, as well as immersive AR/VR/XR experience technologies for brand projects. Serving clients including G&D, Burberry, Nike, Adidas, M&S, Persil, B&O, and VISA, working closely with them to provide high-quality advertising production services.

Achievement: Overseas work experience has broadened my horizons and ways of thinking, better understanding the latest trends and technologies in the advertising industry worldwide, participating in efficient project management models, and expanding communication tools for easy collaboration.

2019-2020

Senior Viusal Designer

Shanghai Crystal CG

Content: Participated in the design of advertisements for multiple automobile brands, as well as the design of human-machine interfaces, presentation proposals, augmented reality designs, and film concept designs. Clients included Haval, Volkswagen, Geely Automobile, Skywell, Vanke, Yadea, and the government of Hefei.

Achievements: Have gained an understanding of the production process for automobile advertisements and immersive projects related to cultural tourism, and provided services to clients in these areas through visual visualization. Involved in every step of the process, from gathering requirements, conceptualizing ideas, designing visuals, to project implementation and evaluation of results, and has gained recognition from clients. Helped the company provide high-quality services and solutions to multiple clients.



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2016-2019

Program Designer&Senior Animator&Visual Designer Shanghai Media Group

Content: Responsible for designing and producing the landmark packaging of the Pudong Finance Program, the opening title of the documentary "The Great Discovery of Shanghai," and the packaging design for programs such as "The King Behind the Scenes" and "One Thousand and One Nights." Involved in the visual design of large-screen backgrounds for variety shows such as "Best Voice of China" "the Next Legendary," "Extreme Challenge" "Cheer for China" "Mamma Mia" "Extreme Youth" and virtual idol "SIVA" on Bilibili. Produced animated short films "Ahoy! PIP" "Fateful Ocean" "DETONS" and "Natural Beauty" for clients such as BBC, Chaumet, Dacheng Law Firm, and Herborist.

Achievements: Have developed creative, technical, and communication skills. Able to collaborate with other team members, understand client requirements, and transform them into attractive visual designs and animated short films. Familiar with various design tools and software, animation production processes, and have good communication and collaboration skills to ensure the smooth completion of projects.

PROFESSIONAL SKILL



EDUCATION

2020-2021

University of the Arts London (MA) Animation

- Distinction degree
- Graduation work won awards and selected by 26 international film festivals
- Winner of the 2022 Global Design Graduate Exhibition in collaboration with Gucci
- Invited to participate in the 'Your Miliem' exhibition in London.

2015-2015

Digipen institute of Technology (Short Term) Animation

2020-2021

Shanghai Institute of Visual Art (BA) Animation

- Awarded as Excellent Graduate of Shanghai
- Awarded as Excellent Work of the School
- Received Comprehensive Scholarship and Outstanding Student Award for three consecutive years
- Graduation project won the China Academy Award



Demi Wu

Animation director & Visual Designer & Animator

PORTFOLIO



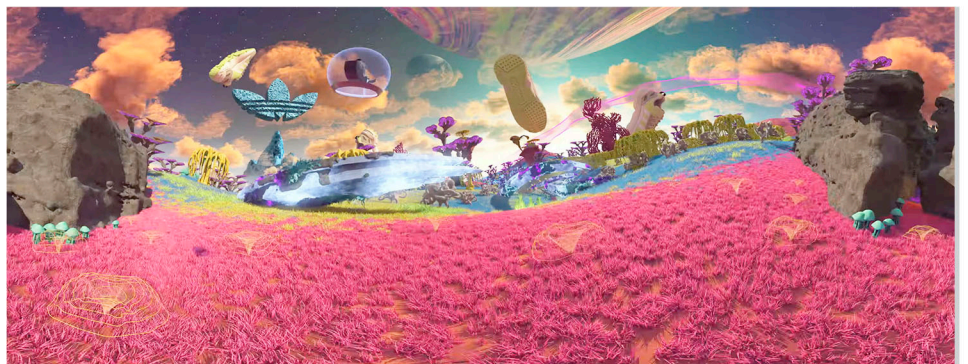
Liens Sea | CHAUMET

We collaborate with CHAUMET and Chinese singer and actor, Zhang Yixing, to create a story that connects the brand's products. Based on the brand's values, we narrate an incredible journey of fate from the perspectives of friendship, family, and love.



Metahuman | REI

The client wishes to establish a metaverse advisory group to assist them in designing a metaverse character named REI and using it to explain the concept of the metaverse. The character will have a unique visual design and personality traits, as well as provide personalized metaverse services for different clients.



Adidas | VR Animation

This is a VR video collaboration with adidas and features a wonderful adventure trip to an extraterrestrial planet with rap star Big Zuu. By combining live installations, it provides viewers with an unprecedented visual immersive experience.

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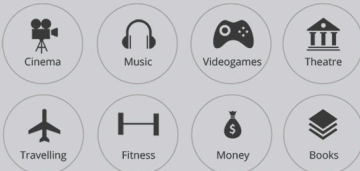
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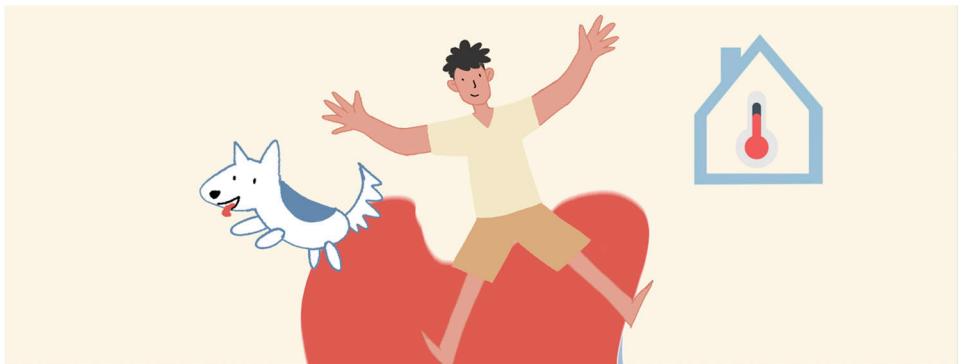


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樸 (PU) | AR Animation

樸 (PU), the "uncarved block", represents the "original nature...prior to the imprint of culture" of an individual in Taoism. This artwork uses AR (Augmented Reality) technique as an unnatural method to spy on the invisible Five elements of the Tao.



Underfloor Heating express | MG Animation

The animation based on the brand's characteristics and people's senses. The project aims to create a broad overview, depicting a perspective of the brand's advantages and transmitting it to people's subconscious, specifically the high-quality warm and comfortable experience of underfloor heating express.



Eternal While It Lasts | Poetry Animation

Love is a constant work in progress; It is a process, not a result. Meanwhile, the most important thing is to cherish the here and now, don't worry too much about things that haven't happened or might happen.