

wendy jia

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wendydraws.com

EDUCATION

Northeastern University

May 2023

BFA Media Arts Animation
Minor in East Asian Studies
Summa Cum Laude
3.99 GPA

CG Master Academy

2021–2022

Background & Layout for Animation
Digital Painting
Production Modeling

Japan Study Abroad

Jun 2019

SOFTWARE

After Effects, Photoshop, Illustrator,
InDesign, Figma, Google Suite,
Maya, Bridge, Lightroom
Premiere Pro

SKILLS

Motion Design, Graphic Design,
Illustration, Character Design,
Visual storytelling, Styleframe
and storyboard development,
Cross-functional collaboration,
Creative problem-solving under
tight deadlines, 3D Modeling,
Photography

LANGUAGES

English
Mandarin

WORK EXPERIENCE

Marketing Designer, **Psyop**

Nov 2024–May 2025

- Developed animated and graphic visuals for social campaigns, interactive newsletters, and pitch decks, combining motion, design, and storytelling to engage diverse audiences
- Partnered with producers, directors, and designers to craft client pitch decks and branded content for global partners including Meta, Google, Oakley, Supercell, Angel Soft, Meow Wolf, and Dream Games
- Contributed to the growth of Psyop's Instagram and LinkedIn following by 3.5K+ through consistent, high-impact storytelling and visual cohesion

Computer Animation Festival Apprentice, **ACM SIGGRAPH**

Apr 2024–Present

- Collaborated with artists and production teams to design and animate key visual assets, including pre-show, intro, interstitials, and outro graphics for CAF, an Academy Awards qualifier viewed by 5,000+ industry professionals
- Maintained a cohesive visual storytelling system aligned with the conference's brand and tone
- Demonstrated agility and problem-solving by leading last-minute quality control edits on-site to ensure flawless visual delivery under tight deadlines

Motion Designer, **Northeastern University**

Aug 2021–Jul 2024

- Created engaging motion content for admissions and university marketing, including reels with 40K+ views and GIPHY stickers reaching 13M+ views
- Translated abstract messaging goals into visually compelling, brand-aligned animations and graphics
- Collaborated cross-functionally with departments to deliver polished, high-impact visuals across digital platforms

Director, **"A Summer Dream" (2023)**

Sep 2022–Apr 2023

- Directed and animated award-winning 2D/3D thesis film
- Submitted to 16 film festivals; accepted into 5, including ASIFA-East and San Diego Asian Film Festival
- Won *Best Animation* and *Best Concept* at Brightside Film Festival

VOLUNTEER EXPERIENCE

Graphic Designer (2024), **Boston Comic Arts Foundation**

Creative Team (2023), **Asians in Animation**

Secretary, Graphic Designer (2019–23), **NU Animation Club**