

RUOYU LI Creative VFX GENERALIST

East Coast
1726 Hering Ave
Bronx. NY 10461

West Coast
2607 s Bedford st
Los Angeles CA 90034

Education:

Cooper Union School of art.Class of 2005
Bronx High School of Science.Class of 2001

Work Experience:

Freelance 2009-present

BIGBLOCKLA
AtreryVFX
LAIR
Mirada/Motion Theory
uvphactory
humble
hogarth
Artjail
Visual Goodness
1stavemachine
Vito Acconci
Timhunterdesign
TagCreative
D4Creative

February 2008 to July 2009

3D artist at Tronic studio
www.tronicstudio.com
Responsibilities included modeling, texture, lighting, animation, composite and live action supervision on various CG commercial campaigns

November 2007 - Feb 2008

3D artist at EYEBALLNYC
Responsibilities included pitch, design, and production on various national commercial spots. Other contribution includes streamlining in house workflow and indexing production assets.

March 2006 - May 2007

Junior production artist / Marketing designer at IOMEDIA
website.io-medialabs.com
Responsibility included various post production tasks, including editing (HD and SD), compositing, rotoscoping, green screen shooting, keying, time lapses, effects simulations with Realflo. Other contributions includes redesigning company website. Designing marketing collaterals, and soliciting new business.

June 2004 - July 2005

Marketing person at Kisscathcart architects
www.kisscathcart.com
Responsibility included designing marketing collaterals, website maintenance, site photography, render mockup and translation of marketing material for overseas.

Technical Skills:

3D

3D Studio Max / Vray / Final Render / Mental Ray
FumeFX/KRACKATOA
MAYA
Zbrush
Realflo
Syntheyes / PFtrack

2D

Nuke
Adobe Creative Suite
Adobe After Effects
Final Cut Pro

Other

Set Supervision
Mango / Deadline
PYTHON
Excellent illustration skills
HTML / CSS / Dreamweaver / Flash
Studio Lighting setup
Professional darkroom printing
MAC/PC trouble shooting & Building custom computers.