



CALIBER STUDIO



Ruoyu Li

Art Director

2D/3D Generalist

Graphic Designer

<https://caliber.tv/>

Education

Cooper Union School of Art

(2001-2005)

New York City, NY

The Bronx H.S of Science

Specialized High School

(1998-2001)

Bronx, NY

Art Students League of

New York

(1998-2001)

New York City, NY

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Professional Summary

Caliber Studio was founded by Ruoyu Li, a designer and visual effects artist. As a student in New York City, Ruoyu developed his passion for drawing and sculpture while exploring local art museums. He later attended the prestigious Cooper Union, where he studied fine arts, experimenting with design, sculpture, photography, and video. After graduating in 2005, he shifted his focus to motion graphics and film. Now a seasoned freelance 3D generalist, compositor, and graphic designer, Ruoyu has worked as lead artist on various design driven vfx projects and also serves as art director and on-set supervisor. His expertise spans art direction, CG production, consulting, and technical supervision.

Core Competencies

Creative and highly skilled 2D/3D Generalist with a strong foundation in fine arts and design. Proficient in industry-leading software. Experienced in developing innovative visual content across various media, with a demonstrated ability to work in fast-paced environments. Adept at technical problem-solving and passionate about pushing creative boundaries and exploring new visual languages, including the conceptualization of "gemojis" – a unique gesture-based emoji system for social media.

Proficiencies



Creative direction, pitch, concept development



2D & 3D Modeling, look development and animation



Motion graphics & compositing



Set supervision



Illustration and matte painting

Technical Skills

Adobe Creative Suite

3d Studio Max

Maya

Nuke

Zbrush

Mari/Substance

Snytheyes

Houdini(Working)

Python Scripting

Digital Photography

HDR1 Creation

Final Cut Pro

Clients (2009 - 2024)

Compadre

Dippinsauce

Marcom/Apple

A52

Frameworkx

ArtifactLA

TiltShift

Gentleman Scholar

AFX

Bosa Visuals

Evil Eye Pictures

Artjail

EncoreVFX

BIGBLOCKLA

LoremIpsum Corp

AteryVFX

Mirada

UVphactory

Humble

Hogarth

Visual Goodness

1stavemachine

Buck

Timber

Logan

WeAreRoyale

PictureshopVFX

Digital Giant

Vito Acconci

Timhunterdesign

LAIR

TagCreative

D4Creative