

Jiayi Li

3D Animator/Motion Artist

[LinkedIn](#)

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SUMMARY

3D/motion artist skilled in digital character pipelines from concept development to 3D modeling, rigging, animation. Experienced with generative AI tools (Midjourney, Stable Diffusion, Blender MCP) for rapid scene concept development and CG production.

EDUCATION

[New York University](#)

[Tisch School of the Arts](#)

MPS · Interactive Telecommunication

Sep 2023 – May 2025

[Pratt Institute](#)

BFA · Digital Arts

Sep 2019 – May 2023

SKILLSETS

[AI & Generative:](#)

Midjourney · Stable Diffusion · ComfyUI ·

Runway · Blender MCP

[3D & Character:](#)

Blender · Maya · Substance Painter · Zbrush

[Motion & Design:](#)

After Effects · Figma · Illustrator · Photoshop

[Currently learning:](#) Rive, Lottie

FILM FESTIVALS

Pratt Best Character Design Award
CAVITY Awarded, 2023

New York International Film Award
CAVITY Finalist, 2023

Los Angeles Animation Festival
CAVITY Honorable Mention, 2024

Los Angeles Underground Film Forum
CAVITY Honorable Mention, 2024

EXPERIENCE

2021

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2024

[Lead Art Director / Digital Artist](#)

Cacien · 88rising Shanghai, China

- Independently created the virtual character IP "Garlic Princess," completing the full 3D pipeline (modeling, rigging, texturing, animation, and final compositing) to produce character content for social media teasers and music videos.
- Character IP content distributed across Douyin (1.4M followers), TikTok, Instagram, and Rednote.
- Led visual identity and stage visuals for the artist's China national tour.
- Used generative AI tools (Midjourney, Stable Diffusion) to explore scene concepts and layout compositions throughout the engagement.

Jun

2022

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Aug

2022

[Creative Assistant](#)

88RISING X HYPER STUDIO, China

- Designed and illustrated logo concepts and early creative proposals; created storyboards for teaser animations; directly contributed to shaping CG concept development and visual direction.

Sep

2025

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Jul

2026

[Postdoctoral Research Fellow](#)

NYU Tisch ITP/IMA, New York

- Independent research project: developed "m(," a real-time looping interactive installation built in Blender and TouchDesigner.

Jan

2026

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May

2026

[Adjunct Faculty](#)

NYU Tisch ITP/IMA, New York

- Re-design and taught a course "Digital Creatures" covering 3D modeling, procedural texturing/shading, rigging, animation, and optional geometry nodes workflows (Blender), providing one-on-one technical support for students' interactive and animation projects.

July

2026

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now

[Multimedia Designer](#)

Lost Horse Cafe Studio, New York

- Currently working as a Multimedia Designer — designing the studio's website (Figma/Cargo) and producing 3D prototypes/visualizations for client projects.