

# Siji Chen

New York, US | +646 719 7677 | [chensijibrilia@163.com](mailto:chensijibrilia@163.com) | <https://www.mylilysdreamland.com/>

## EDUCATION

|                                                                                                                         |                                |
|-------------------------------------------------------------------------------------------------------------------------|--------------------------------|
| <b>The School of Visual Arts</b><br><i>Master of Fine Arts in Computer Arts</i>                                         | <b>NY, US</b><br>Jun. 2027     |
| <b>University of the Arts London</b><br><i>Bachelor of Arts in Production Arts of Screen</i>                            | <b>London, UK</b><br>Jun. 2024 |
| <b>University of the Arts London</b><br><i>Certificate of Higher Education-Preparation for Design, Media and Screen</i> | <b>London, UK</b><br>Jun. 2021 |

## WORK EXPERIENCES

|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |                                                  |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------|
| <b>Mango TV</b><br><i>Director Intern, Detective Academy Programme Center Department</i>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | <b>Changsha, China</b><br>Aug. 2023 – Sept. 2023 |
| <ul style="list-style-type: none"><li>Participated in the shooting of the first episode of the <b>variety show</b>. Set up and managed props for the main stage and assisted with other stages. Deeply involved in the whole process, and communicated closely with the production team, props team, art team, and the director's team.</li><li>Conducted competitive analysis on similar suspense and mystery variety shows, and sourced various new puzzles through multiple channels.</li><li>Developed creativity in storytelling and skills in analyzing puzzles (plot point placements, integration with the story and NPCs, puzzle adaptation from other shows, and localization).</li></ul>                                                                                                                                         |                                                  |
| <b>Hunan Broadcasting System</b><br><i>Executive Director, Integrated Media Development Sector</i>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | <b>Changsha, China</b><br>Jul. 2023 – Aug. 2023  |
| <ul style="list-style-type: none"><li>Participated in a city music festival, "Yanling Yellow Peach Gourmet Music Festival" as <b>stage props manager</b>, managed and consistently coordinated the props in detail.</li><li>Achieved impressive music festival statistics: The App's live users exceeded 1.5 million, with over 2 million thumbs up. Gained a hundred thousand of revenue in RMB by selling in-app items through viewership.</li><li>Communicated clearly and concisely with various departments and external teams.</li><li>Collected information from superiors and peers across the team, completed a 300-page physical booklet with fitting illustrations solely with Office software, and established the capacity to organize massive amounts of data and information in a systematic and segmented manner.</li></ul> |                                                  |
| <b>Beijing Dadi Film Culture Communication Co., Ltd.</b><br><i>Film and TV Planning Intern, Project Development Department</i>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | <b>Remote</b><br>Aug. 2022 – Oct. 2022           |
| <ul style="list-style-type: none"><li>Conducted weekly <b>video proposals</b> for social media platforms and film production. Each proposal includes genre, story summary, character bio, marketing plans, cast and director candidates, etc. Content spans from Japanese / Korean films to ACG film adaptations to semi-original proposals across various genres (historical, thriller, science fiction, comedy, romance, etc.)</li><li>My short comedy drama proposal, <i>A Pillow of Peace</i>, received the most votes and advanced to the presentation stage.</li><li>Gained thorough understanding the business aspects of the current film and TV industry, a full project cycle from incubation to implementation, and best practices for telling compelling original stories.</li></ul>                                            |                                                  |

## RELEVANT PROJECTS

|                                                                                                                                                                                                                                                                                                                                                                                                 |                       |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------|
| <b>Broken Desserts</b><br><i>3D Environment and Character Designer</i>                                                                                                                                                                                                                                                                                                                          | Nov. 2024 – Dec. 2024 |
| <ul style="list-style-type: none"><li>Independently created a 3D environment of a pinky and dark dinner room by Maya and Blender, a 3D character wearing pajamas with other sleeping and child visual elements by Maya, telling a story about a child waking up on the table and walking from one side to another side, finally realizing herself as one of the dishes in the dinner.</li></ul> |                       |
| <b>Crazy man and Kitten</b><br><i>2D Concept Art and Character Designer</i>                                                                                                                                                                                                                                                                                                                     | Sep. 2024 – Oct. 2024 |

- Created storyboards of a comparatively entertaining story telling a crazy and narcissistic man who made a kitten girl but abandoned her when he found there were wrinkles and scars on her face. He ended up being transformed into a puppy boy after she came back for revenge. Designed two characters of a crazy man and a cute kitten girl and two environment concepts of an interior living room where the characters live and an exterior messy alley where the kitten is abandoned.

### **The Present of my Children's Day**

Feb. 2024 – May. 2024

#### *3D Environment Designer and 2D Character Designer*

- Created a 3D environment of an isolated store near a bus stop located on an island, inspired by the scene of Sea Train in “Sprites Away” and some other Japanese historical and European villages. Designed two characters, 17-year-old Natsu and 30-year-old Haru, and storyboards of two important scenes in the story based on the 3D model.

### **Homesickness is Loss, Disconnection and Loneliness**

Dec. 2020 – Feb. 2021

- Created an **animated collage video** based on homesickness, which featured an organic combination of various artists' works in different forms such as photography, pencil drawings, and collage, as well as my photographs, drawings, visual effects, and materials.

## **SKILLS & INTERESTS**

**Skills:** 3D Modeling | Animation | Lightning | Rendering | Rigging | Texture | Storyboarding | Environment Design | Character Design | Drafting | Technical Drawing | White Card Model Creation

**Software:** Maya | Blender | Zbrush | Nomad | Substance Painter | Toon Boom Storyboard | Toon Boon Harmony | Procreate | After Effects | Keynote | PowerPoint | Excel | Word | Microsoft Team

**Interests:** Animation | Games | Piano | Making Friends | Traveling | Live House | Traditional Chinese Architecture | Collecting film scenes | Photography