YUET LING (FIFI) LAW

MULTIMEDIA DESIGNER

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An original and expressive multimedia designer looking to add creative value in organization's video production, UX/UI, and motion design. Team player who delivers high quality creative projects to promote professional values and brand attributes all while thriving in a pressurized environment.

EDUCATION

Academy of Art University
M.A. in Web Design & New Media
09/2019 - Present
GPA 3.94

University of California, Davis
B.A. in Cinema & Digital Media
Minor in Communication
09/2016 - 06/2018
GPA 3.92

EXPERIENCE

Video and Multimedia Intern
8x8 Inc.
06/2020 - Present
- Created training and promotional videos for 8x8 Saas products and YouTube using Camtasia and Adobe After Effects
- Collborated with colleagues to produce motion graphics projects from scratch
- Maintained and updated training website content regularly using Contentstack

Multimedia Specialist
Yeah Education
10/2018 - 06/2019
- Produced promotional videos for community college students and parents
- Developed and produced 2D motion graphic explainer videos
- Led fellow co-workers in storyboarding and script production

Junior Video Editor/ Producer
Pac-12 Networks
09/2018 - 06/2019
- Produced highlights video of sports matches and individual players in a fast turnover time using Adobe Premiere Pro, After Effects and Dalet Timeline
- Built lower thirds and VFX, and produced 16x9 (web), 1:1 (square), and 1080x1920 (vertical) versions of the videos
- Connected with social media team to publish videos on social media platforms

PROJECTS

Couch Potato Party
Role: UX/UI Designer
- Designed a video streaming desktop app prototype using Adobe XD
- Scored 95.5/100 and received a Honorable Mentions among 600+ teams in the Adobe x Netflix Creative Jam event

KidsPlay
Role: UX/UI Designer
- Designed a parental control game discovery app using Adobe XD
- Selected as finalist among 200+ teams from the US, UK and Canada in the Adobe x Activision Creative Jam event

SKILLS

PROFESSIONAL SKILLS

ADOBE CREATIVE SUITE	INVISION	
FIGMA	CONTENTSTACK	
CINEMA 4D	HTML	
AUTODESK MAYA	CSS	
FINAL CUT PRO	JAVASCRIPT	
CAMTASIA	PHP	

LANGUAGES

ENGLISH
CANTONESE
MANDARIN CHINESE