



XINYI LI

Digital Storyteller

CONTACT

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xinyili.net

EXPERTISE

Animation
3D Unreal Engine
AIGC
Architectural Design
Interior Design

SOFTWARE KNOWLEDGE

- Unreal Engine 5, Blender
- Nuke, Substance Painter
- AI Image & Video Software
- After Effects, PS, AI, PR
- Revit, Rhino, Sketch Up
- Enscape, Lumion, V-Ray

LANGUAGES

Mandarin (Native)
English (Fluent)
French (A1)
Korean (TOPIK 1)

PORTFOLIO WEBSITE



Recommend view on laptop

EDUCATION

• University of California, Los Angeles

Master of Architecture & MSAUD Entertainment Studio | 09. 2021 - 06. 2024

- Graduated With Distinction • 2024 Best Final Project Award
- Full-Ride Admission Fellowship • LEED GA
- Cumulative GPA: 3.88/4.0

• University of Wisconsin - Madison

B.S. Interior Architecture & Media | 09. 2016 - 12. 2020

- Cumulative GPA: 3.92/4.0 • Dean's High Honors, 2017-2020
- Nancy B. Forbes Opportunity Award, 2020

WORK EXPERIENCE

• EON Studio, Los Angeles, California

CEO & CCO | 05. 2025 - Present | Full Time

- Drive creative direction and brand vision. Lead IP development and cross-disciplinary teams to deliver cinematic, story-driven visuals.
- Work on projects for the Shanghai Art Museum, Puddle of Mudd, and more.

• Seemingly Virtual, Los Angeles, California

Contract 3D & Spatial Designer | 09. 2024 - 05. 2024 | Full Time

- Design immersive environments for art installations, performances, and experiential spaces; Created 3D animations and interactive environments using Unreal Engine.
- Collaborated on projects for the Shanghai Art Museum, Beyoncé, SNL, Bob Marley, Lauryn Hill, Sweetgreen, Puma, SVRN, NOA, and more.
- Led the spatial design for Travis Scott's takeover of 2024 Complex Con - Cactus Con in Las Vegas. Developed zoning plans, floor layouts, and space designs, ensuring seamless execution on-site.

• Architecture and Urban Design, UCLA

Technical Assistant | 08. 2025 - 09. 2025

- Worked as a Technical Assistant for MSAUD Summer program collaborating with Laure Michelin, Tucker Van Leuwen-Hall, Caco Peguero, and Liam Denhamer.

Technical Assistant | 08. 2024 - 09. 2024

- Worked as a Technical Assistant for MSAUD Summer Studios and Tech Seminars, collaborating with faculty members Yara Feghali, Laure Michelin, Tucker Van Leuwen-Hall, Matt Conway, and Liam Denhamer.

Teaching Assistant | 01. 2024 - 03. 2024

- Assist Prof. Marty Paull in teaching ARCH 432 Structure II. Hold office hours, review sessions, and consulting sessions for construction projects and grade assignments.

• Skidmore, Owings & Merrill, Chicago, Illinois

2023 Summer Architectural Intern | 06. 2023 - 08. 2023

- Oceanarium in the Middle East, Design Development 90%. Involved in Revit modeling of the facades and developing related CD drawings.
- Mixed-use development in America, Master Plan. Contributed to employing strategic planning and collaborative efforts to reimagine and revitalize a prominent cityscape.