

# Zhiyu Jiang

Visual Artist / Photographer / 3D & Visual Designer

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## Summary

Cross-media visual artist and designer trained in photography at University of the Arts London. Works across photography, graphic design, VFX, 3D scenes, interactive experience and art direction, with a curatorial approach to visual systems from concept development to final aesthetic control.

## Education

University of the Arts London, London College of Communication - BA Photography, 2021-2024

ArtCenter College of Design - MFA Media Design Practices, offer received, expected 2026-2028

Goldsmiths, University of London - MA Digital Media, offer received, expected 2026-2027

## Experience

### Roseblue Studio - Creative Director / Co-founder, 2025 Sep - Present

- Co-founded a creative art studio and developed its visual direction, brand strategy and proposal system for artists, cultural institutions and public-sector partners.
- Led digital creative content including motion visual packages, short-film editing and interactive social media assets for artist branding.
- Coordinated visual presentation for offline exhibitions and artist residency projects, including communication with local government partners in London.
- Supervised artist merchandise and IP derivative design, connecting art creation, digital promotion and physical product development.

### Independent Practice - Freelance Photographer / Post-production Artist, 2023 Jan - Present

- Provided full visual packages for independent designer brands and fashion publications, covering concept, lighting, set design and digital retouching.
- Created commercial shorts and experimental art videos by combining VFX, editing and fashion-image language.
- Led full-cycle client projects from proposal and budget control to technical delivery.
- Directed visual work for London artist Abzstainless and collaborated on Phantom Horse with Flossyape/Raymatixx.

### Mercedes-Benz (China) Investment Co., Ltd. - Industrial Design Intern, 2023 Jul - Aug

- Created digital visual assets for Mercedes-Benz digital business touchpoints across mobile and in-car display contexts.
- Translated static design proposals into high-fidelity motion and VFX-enhanced interaction demonstrations for HMI and digital marketing scenarios.
- Supported collaboration between creative and UI/UX teams to package and deliver visual assets.

## Selected Project / Exhibition

### Draco Cavalier World Tour Exhibition - Core Visual Artist

Developed a six-meter-scale digital visual scroll for a public art tour initiated by cross-disciplinary artist Simon Ma, combining traditional art language with digital image techniques for a large commercial landmark installation.

Reference:

<https://www.meet-in-shanghai.net/en/news/the-%E2%80%98drago-cavallo%E2%80%99-tour-stops-in-shanghai-362873/>

## Skills

Photography / Art Direction / Visual Strategy / 3D Scene Design / VFX / Creative Video / Interactive Visual Experience / Post-production / Styling

## Software

Blender / After Effects / Premiere Pro / Photoshop / Figma / Logic Pro X / Midjourney / Stable Diffusion