

Qinyu Zhang

3D · Motion · Interactive Media · Game Design

New York, NY · 929-245-5528 · qinyuzk@gmail.com · qinyuz.com

PROFILE

Cross-disciplinary designer building 3D, interactive, and game-based work in Blender, Unreal, Unity, and Substance 3D Designer. Parsons B.F.A. (Honors) and NYU Tandon M.S. in Integrated Design & Media; recognized in *Vogue US* and *Harper's Bazaar China*.

EDUCATION

New York University, Tandon School of Engineering

M.S. in Integrated Design & Media — GPA 3.9 / 4.0 — \$14k Tandon Graduate Scholarship

Aug 2025 – Present

Brooklyn, NY

- Coursework: Game Design Studio, 3D Rendering & Visualization, Generative Art & AI, Creative Coding.

The New School, Parsons School of Design

B.F.A. in Fashion Design — GPA 3.82 / 4.0, with Honors, Dean's List

Jan 2021 – May 2024

New York, NY

EXPERIENCE

Zhejiang Zhenai Technology Co., Ltd.

Visual Designer

Jan 2025 – Jul 2025

Hangzhou, CN

- Directed multimedia production end-to-end — storyboards, short-form video, motion graphics, and presentation decks for product launches and marketing campaigns.
- Designed a cohesive visual system unifying packaging, web, and social channels, strengthening brand consistency across every customer touchpoint.
- Produced print and digital brand assets — posters, brochures, and brand books — that elevated visual identity and reinforced market positioning.

Shijue Culture Communication (Shenzhen) Co., Ltd.

Multimedia Production Intern

Sep 2022 – Apr 2023

Remote

- Produced short-form video content for branded marketing campaigns across social, web, and in-app placements.
- Owned editing and post-production in Premiere Pro and After Effects, sharpening narrative pacing, color, and visual polish.

SELECTED PROJECTS

Vein of Glass | 3D Typography — Blender, Substance 3D Designer, Adobe Suite

Mar 2026

- Designed a 3D typographic identity around a custom logotype, reconstructing fragmented glass into a sculptural, brand-ready visual form.
- Authored procedural materials, cinematic lighting setups, and final renders, finishing the piece in Adobe Suite for portfolio and motion delivery.

Not Cheating | Narrative Game — Unity, C#, Procreate

Mar 2026

- Designed and shipped a short narrative game in Unity exploring the social tension of secretly cheating during a classroom exam.
- Hand-drew stylized 2D characters and frame-by-frame animations in Procreate; engineered gameplay systems built around timing, observation, and shared risk.

Virtual Death Experience | Interactive Narrative Game — Unity, Blender, CLO3D

May 2024 – Nov 2024

- Built an interactive narrative game in Unity, modeling 3D assets, environments, and garments in Blender and CLO3D.
- Designed gameplay systems and player interactions that heightened immersion and emotional engagement around themes of mortality.

Soul's Journey | Fashion & Interaction — Wearable Materials, Light

Aug 2023 – May 2024

- Featured by *Vogue US* and *Harper's Bazaar China*; exhibited on the NOT JUST A LABEL (NJAL) global designer platform.
- Fused interactive design with experimental materials and light-responsive garments to translate inner experience into wearable form.

SKILLS

3D & Real-Time: Blender, Unreal Engine 5, Unity, Substance 3D Designer, CLO3D — modeling, look development, lighting, rendering, compositing

Motion & Visual Design: Premiere Pro, After Effects, Photoshop, Illustrator, InDesign, Procreate, Figma

Code & Concepts: C#, JavaScript, p5.js / creative coding, generative art & AI, game design, spatial design

Languages: English (fluent), Mandarin (native)