

Tianbai Zhang CV

Dream Job: 2D motion animator

1998-11

0451526897 | robinzhang19981107@gmail.com



Education

RMIT University — Master of Animation, Games & Interactivity

2024-03 ~ 2025-11

Key areas: 2D Animation, Web Portfolio Design, 2D Animation Methods & Research.

RMIT University — Bachelor of Animation & Interactive Media

2018-03 ~ 2021-10

Key areas: 2D Animation, Illustration, 3D Modeling, Graphic Design, Motion Design, Sound Design.

Major focus in frame-by-frame 2D animation from second year onwards; proficient with TVPaint and Adobe Animate.

Working Experience

Shanghai Hongsheng Auction Co. — Project Executive

Jun 2022 – Mar 2023, Shanghai

- Social media promotion on Douyin and other platforms; co-produced 20+ short videos and promo posters; helped grow the account by ~1,500+ followers with a peak view of 50k+ on a single video.
- Live-stream support: designed on-air backgrounds and interaction elements; increased average watch time by 30%+; single-session sales reached hundreds of thousands RMB.
- Brand visual design: led the brand visual system and auction KV (posters, online banners), from guidelines to rollout, ensuring brand consistency.
- Museum preparation: contributed to wayfinding visuals, designed the brand logo, and assisted exhibition walkthrough videos—hands-on 0→1 experience for space and exhibition setup.

We Are Social (Advertising) — Designer

Aug 2021 – Dec 2021, Shanghai

- Worked with overseas creative teams on two international brand campaigns, ensuring visual outputs matched brand tone.
- Delivered 10+ posters and animated promo videos; positive client feedback; some campaigns saw ~15% uplift in social engagement.
- Built an internal visual asset library, improving reuse and cutting design turnaround by ~20%.
- Close collaboration with strategy and media teams; gained full-cycle campaign workflow experience.

Lilith Games — Art & Animation Design Intern

Mar 2021 – Jul 2021, Shanghai

- Under mentorship, created character avatar animations (including seasonal and mecha-girl variants) for in-game events and character showcase screens.
- Collaborated with concept artists, designers, and engineers; learned the end-to-end pipeline from concept to in-game implementation.

Skills

- 2D Animation & Motion: TVPaint, Adobe Animate, Spine (rig/animation)
- Design & Post: Photoshop, Illustrator, After Effects (FX/motion), Premiere Pro (editing)
- Strengths: strong drawing fundamentals; fight choreography, timing/spacing; brand visual systems; data-aware iteration
- Language: fluent English & Chinese; experienced in cross-cultural teamwork and documentation

Interests

Basketball, fitness. Former school team starter; top-6 in a Shanghai youth tournament. During the Lilith internship, joined a friendly match vs. Giant Network and received MVP.