SIJI · CHEN

Senior Multimedia & Motion Designer | Creator Tools | Interactive

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SUMMARY

Senior Multimedia Designer with 8+ years across mobile creator tools, product motion, and immersive experiences. I was the first on my team to build game templates with Effect House AI. I work with R&D, PMs, and design leads to ship creator templates built with new tools.

SKILLS

Motion	UI motion, 2D/3D animation, storyboarding, visual storytelling
Interactive	Prototyping, AR/effects, creator templates, AI-assisted workflows
Production	Asset preparation, implementation review, iteration, cross-functional delivery
Tools	After Effects, Effect House, Figma, Premiere Pro, Photoshop, Illustrator, Cinema 4D, Blender

EXPERIENCE

TikTok • Senior Multimedia Designer

SAN FRANCISCO BAY AREA · JUN 2024 TO PRESENT

- **Creator product design.** Design motion, effects, and creator templates across TikTok's editing and effects products.
- **AI template development.** Built four game templates with Effect House AI alongside R&D, PMs, and design leads; all four shipped, and the first three reached 10.4M+ video views in September 2026.
- **Creative lead.** Led creative development for the Spider-Man: Brand New Day video template, guiding an intern and preparing the package for final in-app assembly; 1.75M+ published videos by August 25, 2026.
- **Launch templates with R&D.** Finished three AI Graph Editor launch templates, which reached 311M+ video views by September 12, 2026. Rebuilt lyric motion with R&D and simplified the rules for matching effects to songs.
- **Tool adoption support.** Support teammates adopting new tools with our internal engineering support team, answering setup questions and sharing designers' implementation needs.

TikTok • Motion Designer

APR 2022 TO JUN 2024

- **Product motion.** Created UI motion, 2D/3D animation, AR prototypes, and camera effects for TikTok creator products.
- **Effect concept development.** Initiated Shadow Expression and defined its visual system and expression logic; it reached 3M+ posts worldwide by March 21, 2026.
- **Knowledge sharing.** Started and co-hosted 19 Effect House learning sessions with an interactive engineer from January to August 2023, with up to 44 attendees.

Bluecadet • Motion Designer

PHILADELPHIA, PA · MAY 2018 TO APR 2022

- **Exhibit motion design.** Created motion for exhibits at Milton Hershey School, W.L. Gore, MLK Library D.C., and Peabody Essex Museum, including projection, touch feedback, and animated storytelling.
- **Prototyping and implementation.** Built VR previews, tuned projections on site, and prototyped web AR experiences with developers.

EDUCATION

Savannah College of Art and Design • M.F.A. Motion Media Design — 2015 TO 2017

Savannah College of Art and Design • B.F.A. Animation — 2010 TO 2014