



Haijun YU

Multimedia Designer

CONTACT

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EDUCATION

M.A. Multimedia | VR Design

Burg Giebichenstein
University of Art and Design Halle
Oct. 2023 - Jul. 2025
Grade: 1.7

Diploma - Painting / Graphic Design (Master's equivalent)

HGB Leipzig
Oct. 2017 - Jul. 2022
Grade: 1.3 (Distinction)

TOOLS & SOFTWARE

Motion & Video:

After Effects / Premiere Pro / Spine

Design:

Photoshop / Illustrator / InDesign
Figma

3D:

Blender / Maya / Rhino 8

Real-time:

Unity / FairyGUI

AI Tools:

Midjourney / ChatGPT

Other:

Claude Code / VS Code

LANGUAGES

German	B2
English	B2
Chinese	Native

PROFILE

Multimedia designer and visual artist with a solid artistic education and hands-on experience in graphic design, motion design, 2D/3D animation and visual storytelling. Skilled in creating key visuals, animated presentations, motion graphics and 3D character animations in Blender. Proficient with AI-powered design tools (Midjourney, ChatGPT) for image generation and workflow optimization. Combines artistic sensibility with technical proficiency in Adobe Creative Cloud and Blender.

WORK EXPERIENCE

Game Artist (Freelance)

WDS GAME Studio | wdsgame.com | Aug. 2023 - Dec. 2025

- Created key visuals, campaign imagery and App Store creatives
 - End-to-end 3D character production in Blender (modelling, UV/texturing, rigging, animation)
 - Delivered 5 playable 3D characters with 10 skins and 13 animations per character
 - Contributed to the development of visual style guidelines
- haijunyu.com/wds/

UI/UX Designer (Freelance)

US Tech Company | Jan. 2024 - Jul. 2024

- UI/UX design from concept to developer handoff for multiple digital products
 - Created animated presentations, motion graphics and interactive demos
 - Result: Delivered 5 production-ready UI packages
- [C99 Meta City](#) | [Sky Meta City](#) | [SSAI](#) | [EGC](#) | [Dice Odyssey](#)

3D Product Designer (Freelance)

Minicity Nook Book | minicitynookbook.com | Jul. 2024 - Dec. 2025

- Product design from concept to manufacturing incl. cutting templates and instruction design
 - 3D product renderings for web and e-commerce
 - Result: Product launched on Amazon, sold out at Frankfurt Book Fair
- [Sound of Red Stone](#) | [Hansel and Gretel](#) | [Saisons Café](#) | [Infinite Library](#)

Art Assistant

WDS GAME Studio | wdsgame.com | Mar. 2021 - Oct. 2021

- Designed game interfaces, icon systems and UI assets
- UI integration in FairyGUI engine

PERSONAL PROJECT

Eye See Fun | Puzzle Adventure Game

Independently developed and published on Steam

- Independently developed and published on Steam (22,000+ library additions)
 - Full responsibility: Art direction, UI/UX, animation, trailer production, QA
 - Visual storytelling through composition and dramaturgy
- Steam: store.steampowered.com/app/17773460/Eye_see_fun/

AWARDS

2019 3rd Prize, HGB Exlibris
Competition; lithographic works
permanently added to
art archive

2018 33rd DSW Poster
Competition; traveling
exhibition (Berlin & Bonn)

ARTIST RESIDENCY

Jun. 2019 Oldest Barn in
Saxony, Seelitz

Jun. 2018 Schlosshof Döben,
Grimma

ACADEMIC PROJECTS

Schrödinger's Box | Casual Puzzle Game

Academic Project

- Quantum mechanics-inspired puzzle game set in 6 parallel universes
- Game art, UI/UX, 3D models (Blender), illustrations (Photoshop)

→ hajunyu.com/cat-memory/

Eco Battery | Match-3 Puzzle Game

Course Project "Games for Future"

- Educational game about car battery recycling and sustainable energy
- Game design, art, UI and cascade puzzle mechanics conception

→ hajunyu.com/eco-battery/

WeChat Animated Stickers

Personal Project

- 2 sticker packs with 32 animated stickers; 100,000+ uses, 5,000+ downloads

→ hajunyu.com/moomoo/

EXHIBITIONS (SELECTED)

2023 "Prelude to the Backflow", BONIAN SPACE

2022 HGB Annual Exhibition & Diploma Exhibition, Leipzig

2021 "Visual Art from Graph to Virtual Pad Dimension", Zhejiang Art Museum, China

2020 "Lantern Installation: From Afar", Werk2, Leipzig

2020 Chinese Contemporary Art Exhibition "SHI", galerie KUB, Leipzig

2019 "Wind and Water", Clara-Zetkin-Park, Leipzig