

Crisen Li

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Portfolio: <https://www.crisenportfolio.com/>

EDUCATION

New York University (NYU), New York, NY

May 2026

Bachelor of Science in Game Design

Program Highlights:

- Algorithm Design and Analysis, Game Design Research – NYU Game Innovation Lab, Interactive Computer Graphics Design, Web Design, 2D Animation, UI/UX Design

EXPERIENCE

ZenGame Internship, Shenzhen, China

June 2025 - August 2025

2D Character Designer / Prop Designer

- Designed 20+ 2D game assets (characters, properties) using Photoshop, Procreate and AI (Stable Diffusion, Midjourney), collaborating with 30 team members in Game Design Lab
- Researched and analyzed competitors to identify game design trends, informing ZenGame product design refinement

itch.io Scream Jam Competition, New York, NY

October 2023

Visual Designer

- Led visual design for a global video game design competition consisting of nearly 500 teams, guiding 10-member Development team consisting of NYU Game Design Lab students
- Developed detailed game concepts and storyboards to define style for 12 characters
- Designed immersive game plots, scenes, and layouts to ensure visual elements enhanced player engagement, utilizing Adobe Animation and Procreate

ACADEMIC PROJECTS

What The Fish

June 2025

UI/UX Designer (NYU Course: Major Studio - UT602)

- Created 10+ 2D animations based on game aesthetics to enhance visual experience
- Designed pixel style backgrounds and UI elements by using Pixquare to unify a consistent visual style
- Developed and designed 5 promotional materials, including posters, stickers and icons, to match the game theme

Untangled Visual Novel

November 2024

Art Lead (NYU Course: Major Studio - UT601)

- Designed and animated five visual assets, incorporating four distinct seasonal themes to create a cohesive, inviting aesthetic that captured the serendipitous romance between two main characters, using Procreate and Procreate Dreams
- Directed cross-functional Art team production of complete character designs showcasing unique personalities through individual color palettes, attributes and preferences
- Created user interface elements, scene transitions, and marketing trailers, ensuring game tone and storyline consistency

Yuntai

May 2026

Animator (NYU Course: Capstone - GAMES-UT 1000)

- Collaborated with 11 team members. Unify an immersive character visual style with the lead artist and designed 15 2D character spritesheets using Procreate
- Created hand-drawn 2d character animations as a key element of the gaming experience

SKILLS

Technology: Adobe: Animation, After Effects, Photoshop, Illustrator, and Substance 3D Designer, Procreate, Procreate Dream, Unity, Game Maker, Visual Studio, Maya, ZBrush, AI Image Generation (Stable Diffusion, Midjourney), Microsoft Office Suite

Language: Mandarin (Native), English (Fluent), Spanish (Beginner)

INTERESTS

Freelance Illustration & Animation

- Developed and published 20+ original illustrations and animations on social media platforms
- Designed compelling narratives, character backgrounds, and dialogue to vividly bring ongoing story to life