

# Themed Entertainment Design

# BERYL WANG

Environmental Storytelling Interactive Design

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## Work Experience and Projects

### Education

Savannah College of Art and Design (SCAD), 2021-2024

Master of Fine Arts,

**Themed Entertainment Design**

Shanghai Jiao Tong University(SJTU), 2016-2021

Bachelor of Engineer, **Industrial Design**

- Selected courses: Creative Programming, Human-Computer Interaction
- SJTU Study Abroad:
  - Hong Kong Polytech University, **Product Design**, 2019
  - Selected courses: Material&Process, Human Centered-Design

### Skills

#### Software:

Maya, Unreal Engine 5, Substance Painter; SketchUp, Cinema4D, Revit&Enscape, 3ds Max, AutoCAD, Fusion360, Rhino, Solidworks, Z-Brush, Keyshot; Figma, X-mind, Processing 3, Python; Illustrator, Photoshop, Procreate, Powerpoint, Keynote; Arduino, Raspberry Pi

#### Design:

Concept Sketches, Gamification, User Experience&User Test; Research & Infographics; Software Prototyping, Hardware Prototyping; 3D-printing, 3d-Scanning; 3D solid and surface modeling, animation.

### Achievement

TEA INSPIRE Scholarship 2023 - Big Break Foundation

Imagination Studio Design Competition 2022

- "Best User Experience"
- 2nd Place for "Whole Hotel Design"

Toronto Metro University Thirl Design Competition Invitational 2022

Themed Attraction Design Competition  
• Special Achievement for Retail Conceptualization

### XR Stage Production Design/"Peek-A-Boo"

Production Designer/Painter/Coordinator, Savannah

- Evaluated and collected moodboard; Previsualized the XR stage set decoration by Photoshop, meeting with directors.
- Sourced, rent or bought props or production materials; sorted out the buying excel list independently for the team.
- Worked in a 10 people team for the design and fabrication of props and setworks including crossroads, signages, roadblocks, distressed stones, etc.

JAN  
2023  
|  
MAR  
2023

### AR&VR Future Convenience Store for SCAD

Concept Designer/UX Designer/Coordinator, Savannah

- Evaluated the existing User Interface in AR applications, designing a UX&UI system for this Future Shopping experience.
- Held Themed Entertainment Design Sprint for bluesky experience design; Coordinated between Interactive Tech Team and Industrial Design Team.
- Trouble-shoot the technical issues in Unreal Engine on Datasmith for model transferring, VR blueprint, etc.

JAN  
2023  
|  
MAY  
2023

### Wonderlabs Studio/NIKE PROJECT

UX/UI Intern, Shanghai

- Worked with a designer team in 8 to invent in-store-interactive game for retailing like NIKE Air Jordan Futuristic Court.
- Modeled and created motion media content for NIKE series projects by Cinema4D and After Effect.
- Working together with Unity programmers; created and tested User Interface and Interactive mock-ups.

MAY  
2021  
|  
AUG  
2021

### NBCUniversal, the Greater China

Creative Intern, Shanghai

- Brainstormed and built 2D/3D content and products for significant incoming commercial timings, mainly utilizing Illustrator, Photoshop, and 3DsMax.
- Collected references and created product mock-ups for vender companies of hard and soft lines; produced pitch-vis content for client presentations.

MAY  
2019  
|  
AUG  
2019

## Other Involvement

Students International Elites Committee Event Producer 2017-2018

Royal Caribbean x SCADPro Design Sprint Aug 2022

Slush Shanghai Design Team 3D/Graphic Design volunteer Jan 2020

Unity x SJTU Winter Game Camp 3D Modeler Jan 2019

Themed Entertainment Association (TEA)  
the International Association of Amusement Parks and Attractions (IAAPA)  
Immersive Reality Club(IRC@SCAD)