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Ruge Li

2D Animator | Designer

Profile

I am a versatile and adaptable designer with experience studying in both the US and the UK. I thrive in diverse environments, excel at communication, bring positive energy to teams, and am passionate about integrating creative design into everyday life.

Skills

Software Skills

AE | PR | TV Paint | PS | Maya | Dragonframe | Animate

Professional Skills

Creative Storytelling | 2D Animation | Illustration | Graphic Design | Video Editing | Project Management | Marketing

Other Experiences

Lost and Found Exhibition

Co-Project Manager
Edinburgh Apr 2024

2D Workshop Animation Studio

2D Character Design |
3D Environment Reference
Edinburgh Jan – Apr 2024

Hello Art Platform

Social Media Marketing Assistant
Edinburgh May – Jun 2022

Yugo Student Accommodation

Front Desk Receptionist
Edinburgh Sep 2022 – May 2023

Kubrick Independent Bookstore

Shop Assistant
Beijing May – Jun 2021

Education

University of Edinburgh

BA (Hons) Animation First Class
Helen A Rose Bequest 2025

2021 – 2025

Award

Winner of ECA x KeepCup Design Competition

2025

- Integrated a loop animation into the cup design, turning the cup into a zoetrope to promote KeepCup's ideology of reuse and sustainability.

Internships

Baidu – Design | Marketing Intern

Health Team

Jun – Aug 2023

Beijing

- Designed and illustrated posters for social media campaigns, raising awareness for Global MND Day and World Hepatitis Day.
- Co-managed and developed the comic project “an unlucky girl's summer”, delivering summer health tips creatively.
- Actively engaged in the ground promotion for the child health campaign during flu season.

36Kr – Illustration Intern

Video Team

Jun – Aug 2021

Beijing

- Developed illustrations for finance and technology video content (600k+ views on Bilibili).
- Adapted illustration styles to fit a variety of topics, ranging from China's aerospace technology to algorithmic price discrimination.
- Collaborated closely with script, design, and post-production teams.

Animated Short

The Blank Canvas

Graduation Film | Director

2025

Official Selection

- Nightpiece Film Festival 2025 (Edinburgh Festival Fringe)
- No Reason Short Film Festival 2025
- Animation Marathon 2025
- FIDEC 2025 (International Film School Festival of Tetouan)
- Animafantasia 2025 (International Student Animation Film Festival)
- Lift-Off Sessions 2025 (First-Time Filmmaker Sessions Volume 12)

Honourable Mention

- Los Angeles Animation Festival 2025