Fanyi Yu

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EDUCATION

University of California, Los Angeles
09. 2016 - present
Design / Media Arts, B.A.
GPA: 3.681
Dean's Honors List

University of California, San Diego
09. 2014 - 06. 2016
Visual Arts (Media)
BA Candidate

EXPERIENCE

Design Intern, 07. 2017 - 09. 2017 | *SUNX Advertising*
Shanghai, China

- Designed a variety of visual contents including posters, product brochures, banners, mobile app, web pages and greeting cards for companies from various areas.
- Designed the motif cartoon characters as a core part of the commercial decoration for La Nova, a six-story shopping center in Changsha, Hunan, China.
- Visualized TOTO's product design by 3-D modeling and rendering.

Photography Exhibition, 2015 | *University of California, San Diego*
San Diego, California

- Showcased a series of portraits at the UCSD undergraduate photography exhibition.

Art Teaching Assistant, 07. 2014 - 08. 2014 | *Power Station of Art*
Shanghai, China

- Guided classes of 20 elementary school students to learn drawing and communicated to their parents about art learning during an art education workshop organized by Power Station of Art, the first state-run contemporary art museum in China.

SKILLS

Art / Design
Extensive work with graphic design, bookmaking, 3D printing and modeling, digital photography, and video.

Software
Macintosh and Windows PC platforms, Proficient in Adobe Illustrator, Photoshop, InDesign, AfterEffects, Premiere and Lightroom, Autodesk Maya, and Microsoft Office. General knowledge of HTML, CSS, Processing, and p5js.

**Personal / Other**
Fluent in Chinese and English.

Senior Project

**Title:**
The City Is Our Home

Description:
The project is a personal investigation of the ties between my family and my hometown, the city of Shanghai. The main focus of the project is to explore the concept of "home". While me and my family members all consider this city home, the definition of home is in fact different for each of us. Through the narrations of my family members (including mine) and photographs from the family archive,the work visually represents a part of the family history of three generations in the city and a "biased" history of the city of the past seventy years.
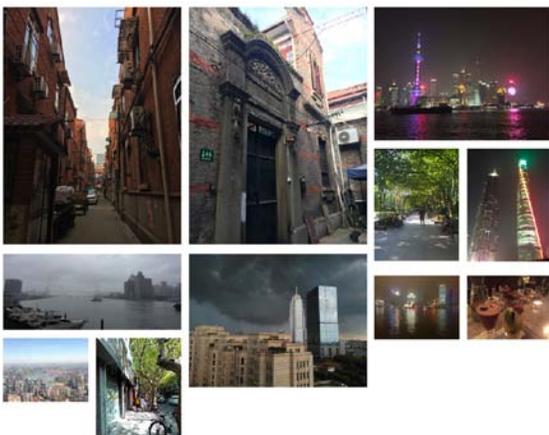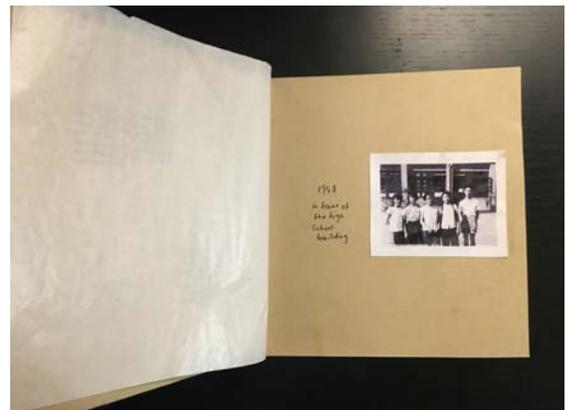
Previous Works

Whales And Blood

A video installation where a video of whales is projected onto a jar of red lip balm, addressing the issue of whaling. The redness of the canvas is a representation of blood. The material of the canvas establishes the connection between whaling and the cosmetic industry in the past.
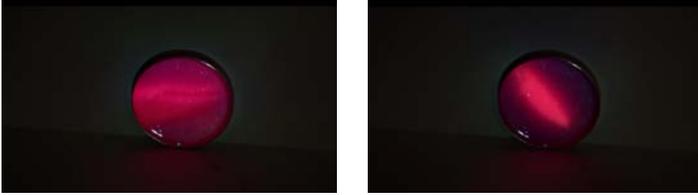
Crystal City

A 3D animation made with Maya. The work aims to create an experience where the audience travels through a tunnel and arrives at an imaginary city of pink crystal.


Metropolis

a video about the loneliness of living in a big city in modern days.

The Wall

A crowdsourcing project which discusses the issue of media censorship, freedom, and rights. I published a survey on Mechanical Turk with a few questions asking for people's opinion on this topic and collected responses from over 100 people from 32 countries all over the world. I created a website by coding with p5js to present some of the responses. The concept of the website is that the user breaks a wall to see the content hidden behind, where the wall is a metaphor for government's media censorship and information control.
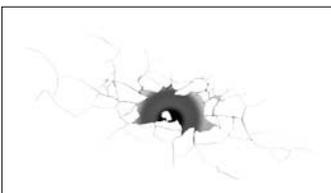
Ghost Detector

A playful mobile app that I created by coding with p5js, a JavaScript library. The app has geolocation function to detect the location of the ghost. If the user is at a haunted place, it will set off an alarm, and then the user can turn on the ghost detector (which is the phone camera) to see where the ghost is through the screen.
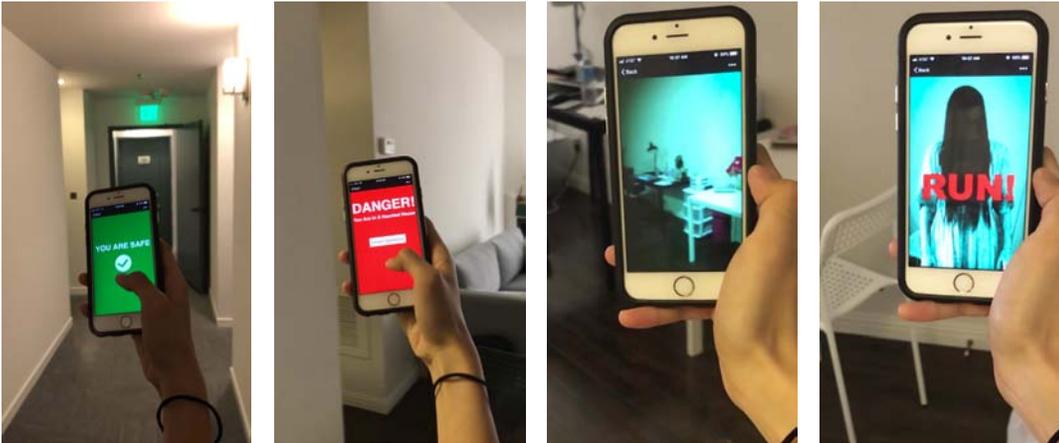
Names on The Border

Every year, hundreds of Mexican migrants try to cross the US/Mexican border by hiking through vast ranchlands and deserts in order to circumvent the border patrol stationed along major roads. Many of the migrants perish from exposure or injury, often without identification. The families whose loved ones are missing live in pain for the rest of their lives. Based on this issue, my project strives to help those families in some pragmatic ways.

The project consists of a series of bilingual posters and a mobile app designed for "I Have a Name", an online database created by Texas Observer for families to identify their loved ones who perished in Texas after crossing the border. The goal of the project is to get the database to reach a broader audience in Mexico and ultimately help more people to identify their family members who disappeared while crossing the border.

The posters are double-sided, printed on newsprint paper. The front side shows thumbnail images of some of the missing person's belongings and the case number for each person; The back side contains key information about the "I Have a Name" database such as website address and contacts. The posters are designed to be distributed in two ways: They can be simply stuck to the walls and poles on the street, or they can be folded into a letter-size booklet and stacked on tables in public places. These can be made available at hospitals, clinics, and markets where many people can easily access this information. With the instructions on the poster, those who have smartphones but not computers can download the mobile app, which is an easier way to access the database.

Color Book
A collection of 60 pieces of my color experiments. The goal of the project is to explore the key color theories and gain a foundational understanding of the science and psychology of color.
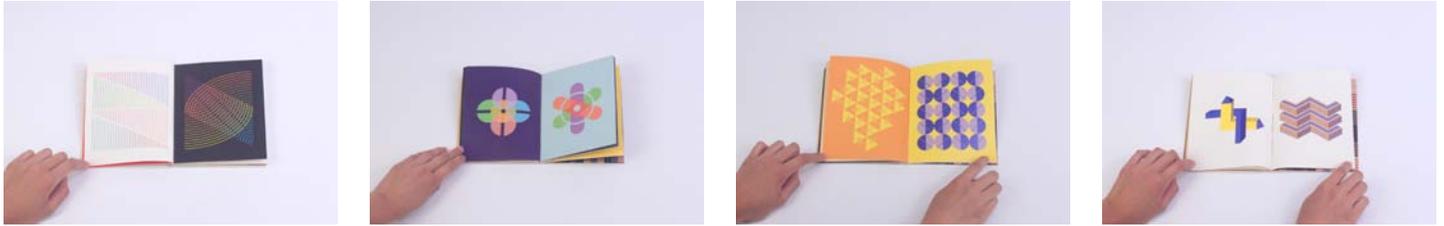
Perception
The project aims to explore how light shapes our perception of the space. I created a book that consists of my photographs and haiku poems about light and perception written by famous Japanese poets. For the production of the book, I used Japanese binding method in which each page is folded in half. I printed all the texts on the inner side of the folded pages using an inkjet printer to make them look veiled. The viewer can only see the text through the transparency of the fine Washi paper.

Prints
A collection of print works including posters and album cover.

"Farewell My Concubine"
a collection of my typography works based on the movie "Farewell My Concubine".