

# DEMO REEL BREAKDOWN

Xianqi Jian ✦ hiying00@outlook.com ✦ www.hiying.design



## HEY TEA PROMO

This is a Promotional 3D animation for the Chinese tea drink brand HEYTEA, revealing the process of making their classic boba tea with this installation.



## DRUNK ELEPHANT LOGO

This is a frame-by-frame 2d logo animation for the skincare brand DRUNK ELEPHANT. Showing how they make a girl become happy and confident.



## IQIYI LOGO

This is a 2d Logo animation for the Chinese Online streaming service IQIYI.



## SCAD ANIMATION FEST

This is an introductory animation for the ANNUAL SCAD FILM FEST. I mimicked the texture of 16mm film strips and applied self-made scratch film footage to tie back to the keyword 'film'.



## SUNTORY LOGO

This is an illustrative style 2d animation for the Japanese beverage brand SUNTORY, which aims to showcase the feel of the "breeze on the beach" of its signature product: fruit flavored beer.



## INTERACTIVE STAGE #1&2

This audio-controlled generative animation is based on my self-made scratch film made in TouchDesigner as one of my senior projects. The theme was to apply motion graphics in stage design for Chinese rapper 'Pharaoh'.