



Sijie He

Senior Designer

hello.sijie.he@gmail.com

Design Researcher & AI Wizard

+33666480101



Portfolio
www.hesijie.studio



Instagram
@Siiijie

WORK EXPERIENCE



Senior Creative Designer

Adikteev

2022–Present

★ Nominated Adikteev problem shooter 2024

- **Coordinate cross-departmental resources** to align project goals and ensure seamless execution.
- Lead client pitches, introducing innovative **design strategies** defining **industry benchmarks and best practices** to develop creative solutions. One campaign **improved CTR by 7x and ROAS by 25x**.
- **End-to-end creative project management**, overseeing timelines, asset coordination, and production processes.
- Enhance team efficiency by optimizing tools and workflows. **Achieved a 40% acceleration in creative production time**.
- **R&D new digital components** to enhance creative capabilities, and team processes
- Integrate **AI technology** to boost creative output



Senior Graphic Designer

Huawei Mobile France

2020–2022

- **Cross-platform Event Design: Manage 360 campaign & offline events across Europe**, created impactful **visual content for campaigns and advertising**, contributing to online & offline campaign projects for popular games like Angry Birds, Saint Seiya, and Summoners War, as well as Huawei offline event in Gamescom, Websummit, and IFA2022, **with over 26k–161k visitors flowrate**.
- **Offline Project Management**: Discovering art fairs and event opportunities, and organizing offline experiences, and sourcing potential designers and artists for Huawei's event.
- **Huawei Watch Theme Design**: Design watch face theme for flagship watch.
- **Motion Design and Video Editing**: Handling motion design & video projects and editing videos to create compelling visual storytelling.
- **Advertising production**: Designing advertisements for brands such as Polaroid, Snapchat, Adidas, SNCF etc.
- **Website Support** Providing website backup assistance

Graphic Designer

Huawei Mobile France

2020–2022

★ Recipient of Huawei's Outstanding Contributor Award 2021

- Cross-Platform Event Design Across Europe: Created impactful visual content for campaigns and advertising, **increased the download rate 10x per day, one single campaign generated a turnover over 100k€**.

Researcher

ESADSE: Saint-Etienne Higher School of Art and Design

2020–2023

- **Workshop Coordination**: L'image de la ville, Saint-Etienne International Design Biennale
- **Authored and published research articles** featured in Azimut
- **Forum Participation & Workshop Coordination**: The European Researchers' Night 2021 / 2022
- **Milan Design Week 2023**

Independent Designer

ESADSE: Saint-Etienne Higher School of Art and Design

2017–2020

- Digital ads for PizzaHut, SUPOR etc.
- Offline ads: Press, catalog, illustration for Asia Pacific Forum on Women, Law and Development. (Non-governmental, non-profit organisation and hold consultative status with the United Nations Economic and Social Council.)
- Motion design, Video editing, Illustration

COMPETENCE

Tools

- Design tools: Adobe suite (Photoshop, Illustrator, InDesign, AfterEffect) Figma, Unity
- GenAI: Midjourney, Firefly, ChatGPT
- AI Agent: Coze
- Programming tools: HTML & css, JavaScript
- Microsoft Excel, Word

Languages

Native language: Mandarin, Cantonese
Fluent: English, French
Elementary: German, Thai

Project management

Programming



EDUCATION

2020–2023

Ecole superieure d'Art et Design de Saint-Etienne
Cycle Design Recherche (CyDRe)
Design Researcher of Laboratoire Images – Recits – Documents

2019–2020

Ecole Superieure d'Art et Design Le Havre-Rauhen
DNSEP Mater of Graphic and Interactive Design
(Graduated with Honors: 20/20)

2017–2019

Ecole de Condé
Master of Illustration & Project management (Narration, Graphic Design, Animation, Illustration)

2014–2017

Ecole des Beaux-arts de Versailles
BA of Printmaking, Installation art, Oil painting

Ecole
supérieure
d'art
et design
Saint-Etienne





Sijie He

Senior Designer

hello.sijie.he@gmail.com

Design Researcher & AI Wizard

+33666480101



Portfolio
www.hesijie.studio



Instagram
@Siiijie

EXHIBITION

2025

Snake Year Exhibitions

Zhenwu Temple, Quanzhou, China
Huanghuai Art Museum, Zhengzhou, China
Yantai Hill, Fuzhou, China
Paragon Center, Xiamen, China

2023

Milan Design Week 2023

BASE, Milan, Italy
- Workshop & Performance: *Sleep TV*
- Roundtable: *How Tangping resists capitalism?* (published in *La Navette*)

2022

Biennale internationale Design 2022

Saint-Étienne, France
Workshop: *L'image de la ville*
<https://www.biennale-design.com/saint-etienne/2022/fr/a/limage-de-la-ville-1862>

2021

Art capital 2021

Grand Patois, Paris, France
Etching: The People, 2016

2020

Manieres d'hybrider des mondes

Caen, France
Refuge Onirique, 2020
Material: Video (10'22")
https://www.youtube.com/watch?v=uL-8n_efVN8&ab_channel=%C3%A9samCaenCherbourg

CNRS, #CNRSinsolite | Rencontre art & science : Regards sur la vie des Chinois(e)s en France au temps du Covid-19

Paris, France
Where the heart settles down, 2020
Material: Analog photography

Calendar 2020 ESADHaR

Artotheque, Le Havre, France
When my eyes were stabbed by the flash of a neon light, 2019
Material: Polaroid photo

Une Saison Graphique 2020

1x2plus, Le Havre, France
Poster Matrix I Formes Collectives

2017

La Nuit Blanche 2017: Nuit de la Création

Versailles, France
Water Drops, 2017
Material: Sound installation

2016

Artist-in-residence programs of Artoll

Bedburg-Hau, Germany
Luminetix, 2016
Size: 30cm x 70cm Material: LED Installation

Biennale internationale d'estampe

Dreux, France
Manifestation, 2016 (collected by a private collector)
Size: 10cm x 7cm Material: Etching

2014

Événement Art et Spiritualité

Église St-Joseph, Angers, France

FORUM & PUBLICATION

2022

La Navette

Design magazine

Nuit Européenne des chercheur.e.s: 2022

Researcher forum

2021

Nuit Européenne des chercheur.e.s: 2021

Researcher forum

2020

France & HK Digital Design Day @PolyU

Design forum

Étapes: No. 258

Design magazine

2018

En hommage à La devinette d'Epinal

Maison Images d'Epinal