



Feifan Li
3D Animator & Illustrator



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Studio Animation Hiring Team
Duolingo
Pittsburgh, PA

Dear Duolingo Studio Team,

I am writing to apply for the 3D Animator position at Duolingo. I am completing my B.F.A. at SCAD, graduating in May 2027, with Dean's List recognition. My interest in Duolingo is personal as much as professional. I grew up learning English as a second language, and I now use Duolingo consistently to study Japanese, Korean, and Russian, with a streak of over 1,000 days. As both a language learner and a designer, I am drawn to the way Duolingo uses character performance, timing, expression, and humor to make study feel emotionally alive.

My training and creative practice focus on character-driven storytelling, where movement and design work together to communicate feeling, personality, and motivation. I believe I would be a strong fit for this role because of my collaborative production experience, my understanding of creative pipelines, and my background in story-focused visual development. Through SCADpro and other collaborative projects, I have worked on client-oriented productions for existing market brands including Lowe's, MSCHF, and AIG. These experiences required me to move through real production workflows, from concept exploration and storyboarding to visual development, animation, revision, and final presentation. They taught me how to respond to feedback, clarify creative direction, meet deadlines, and create work that serves a brief, a brand, and an audience.

I have also built experience across film production, editing, character animation, merchandise design, and education-driven branding. At A Tiger Cub, I worked in a branding environment centered on immigrant families in the United States, with a focus on early childhood, parenting, family connection, and culturally accessible visual communication. That experience strengthened the way I think about characters as emotional bridges between a product and its audience. I also have a strong personal interest in young children's education, supported by over 120 hours of volunteer ESL online teaching for second-language learners around ages 5 to 9. Working with young learners helped me understand how attention, clarity, humor, and emotional encouragement can shape the learning experience.

What draws me most to Duolingo is that its animation does more than decorate the product, it shapes how users emotionally experience learning. I especially enjoy the characterized conversations between learners and Duolingo's cast, such as Lily's sarcasm, Zari's passion, and Falstaff's cold humor. These characters make language practice feel less like a task and more like entering a small animated world with its own rhythm, comedy, and emotional logic.

Thank you sincerely for your time and consideration. I would be honored to bring my character-driven storytelling approach, collaborative production experience, education-focused design background, and genuine connection to Duolingo's learning experience to the Duolingo studio.

Sincerely,

Feifan Li