



XITAO YOU

From ideas to forms, from concepts to visuals.

PROFILE

Creative content creator producing brand-themed films, product visualizations and cinematic environments. Uses Maya, Unreal Engine and video editing to turn visual concepts into finished content for brand storytelling and product presentation.

EDUCATION

NABA, Milan

BA in Creative Technologies | 2023–2026

Focus: 3D modeling, real-time production & game development.

SELECTED WORK

Adidas-themed Sportswear Cinematic

August 2025 | Independent collaborative concept

- Created an independent sportswear film exploring training, movement and personal style.
- Used collaborator-provided characters; handled import, materials, rigging, animation, Sequencer cameras, rendering and editing.

TP-7 Field – 3D Product Visualization

Maya | Unreal Engine 5

- Modeled Teenage Engineering's TP-7 Field in Maya; created materials, animation and renders in UE5.
- Showcased its form and finish with rotating views, close-ups and studio lighting.

Environment Showcase

Unreal Engine | Real-time cinematic

- Built the scene, composition, lighting and atmosphere.
- Created camera sequences to guide viewers through the environment and tell a visual story.

CONTACT



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PORTFOLIO ➔

SKILLS

3D & REAL-TIME

Unreal Engine · Maya

VIDEO EDITING

Premiere Pro · CapCut

VISUAL DESIGN

Photoshop · Illustrator

MS OFFICE

Word · Excel · PowerPoint

LANGUAGES

CHINESE — NATIVE

ENGLISH — FLUENT

ITALIAN — B1