

# Casey Yunzhu Pan

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## EDUCATION

**New York University Shanghai** (New York University Shanghai Campus), Shanghai, CN · Expected 2020  
*NYU Shanghai Study Away Program*, NYU New York, NY, US · September 2018 - May 2019

*Intended Major*: Interactive Media Arts, Major GPA: 3.74

*Minors*: Business; Computer Science, Minor GPA: 3.6

*Relevant Coursework*: Interaction Lab, Communications Lab, Talking Fabrics, Interactive Computing, Advanced Creative Coding (S'19), Discrete Math, Data Structures (S'19)

## PROJECTS

**Website** [<https://caseypyz.github.io>]

**Home Sheep Home** [<https://caseypyz.github.io/HomeSheepHome/index.html>]

*A web-based unconventional puzzle solving game*

Recreated and developed the classic game Home Sheep Home with p5.js;

Designed and hand-drew all artworks used in the project.

**Snowbuddy's Wonderland** [<https://caseypyz.github.io/SnowbuddysWonderland/index.html>]

*A web-based AR playset: brings a virtual desktop pet 'Snowbuddy' to life on actual desktops*

Developed a web AR game that allows user interaction with main character "Snowbuddy";

Designed and built OBJ models with MagicVoxel, used as artworks in the project.

## AWARD

**L'Oréal Brandstorm Competition 2018 - Apr 2018**

*China National Finalist*

Ranked TOP 5 in Brainstorm 2018 China region selection out of 4,400+ participants

Developed product concept and business model for L'Oréal's Professional Products Division

## WORK EXPERIENCE

**Giosis Pvt. Ltd**  
Shanghai, CN

*Marketing Assistant and Graphic Designer*, June 2018 - August 2018

Assisted in market researches focusing on Singapore's electronic product market;

Formulated marketing strategies for business owners on Qoo10's Singapore site;

Designed brand identities for individual business owners on Qoo10's Singapore site;

Produced marketing materials in English and Chinese.

**DIVVII (Shanghai)  
Co. Ltd.**  
Shanghai, CN

*Marketing Assistant*, June 2017 - August 2017

Designed graphic materials for DIVVII's marketing purposes;

Created marketing contents in both English and Chinese;

Assisted in coordinating various online and offline events.

## LEADERSHIP & ORGANIZATIONS

**Undergraduate Business  
Association**  
NYU Shanghai,  
Shanghai, CN

*Head of Content and Videography*, March 2017 - February 2018

In charge of creating video content showcasing club events and projects;

Kept photo record of club events;

Contributed to events marketing.

**Ally Week Committee,**  
NYU Shanghai  
Shanghai, CN

*Chair of Outreach Subcommittee*, September 2017 - November 2017

Participated in designing and organizing NYU Shanghai Ally Week 2018 program;

Oversaw and contributed to the work of Ally Week Outreach subcommittee;

Established cooperation with SISU Rainbow Alien diversity club;

**NYU Shanghai  
New Student Program**  
Shanghai, CN

*Orientation Ambassador*, April 2017 - November 2017

Group leader in NYU Shanghai's Orientation Week new student program;

Designed and participated in Orientation events;

Built strong connections with new students and Student Life team;

Facilitated the First Year Dialogue new student communication program.

## SKILLS

Python | Java | HTML | CSS | JavaScript | Arduino | Processing | SketchUp | Microsoft Office  
Graphics Design | Video & Audio Editing | Interactive Design | Digital Marketing | Public Speaking

## LANGUAGES

English (Fluent) | Mandarin (Fluent)