

CHANGXING YAN

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EDUCATION & COURSES

MA Digital Media: Production, University College London

2020-2021

Modules include: Digital Media Theory / 3D Animation Production / Digital Game Design

BA Advertising Studies, 2:1, East China Normal University

2016-2020

Modules include: Marketing and media theories; practical courses of graphic design and video production.

- Mastered brand design and graphics through study and practice of visual identity design.
- Created several award-winning TV commercials as field practice during course study.
- Thorough understanding of marketing strategy and analysis through studies of market and business planning.

Honors: Secondary Academic Scholarship, East China Normal University (2017 & 2018)

Concentration on Creative Media Production, University of Oklahoma

2018(Aug. - Dec.)

Relevant coursework: Post-production & Graphic; Interactive Media

Honors: China Scholarship Concilil Outstanding Undergraduate Scholarship

WORK EXPERIENCE

Design Intern, SAIC Mobility, Shanghai

2020(Apr. - Sep.)

- Created illustrations and posters for Human Resources Department to ensure lively internal communication by email with use of Photoshop and Illustrator.
- Designed company peripheral products such as wallpapers and mascot-related stickers, popular among staff.
- Edited and post-produced the opening video for anual company conference with Premiere and After Effects, also worked as a supporting photogragher on site.

Intern, Shanghai Alliance Education Cultural Communication Co, Ltd. , Shanghai

2019(Aug. - Dec.)

- Produced client-oriented marketing materials focusing on the Quality Education goal of Sustainable Development Goals(SDGs), including brochures, magazines, websites and videos.
- Performed preliminary Research on a SDGs study tour plan in Europe, which later attracted more than 50 middle school students to sign up.(before covid)
- Managed company social media accounts including WeChat Official Account and Weibo, increasing exposure by 25% by December 2019.

Visual Design Intern, Deloitte China

2019(Dec. - May)

- Created motion graphics for Deloitte Analysis Institute, work including storyboarding, asset production and 2.5D animation using Illustrator and After Effects.
- Designed and Co-developed departmental websites, using HTML & CSS.
- Translated department newsletter into English and write articles for departmental social media accounts.

Shelver, ECNU Libeary

2016-2017

- Emptied book bins onto trolleys; Sorted mixed trolleys of library materials onto shelving bays;Prepared trolleys according to location;Shelved library material
- Tidyied shelves and disinfect books with disinfect machine
- Helped to answer inquiries from peer students in library

VOLUNTEER EXPERIENCE

Business Education Event Volunteer: A one-day online event in which volunteers come up with ideas for small businesses to transfer their projects online. I re-designed an leadership workshop for secondary school students to participate online using synchronizing whiteboard.

ECNU Volunteer Team, Weekend Tutor: Worked as a tutor at nearby neighborhood to help local students with homework and other questions relevant to university and career choices.

ECNU Xingjia Volunteer Society, Personal Tutor: Paired up with one local student for a whole year, home-tutored the student, reviewing schoolwork with her and teaching English.

Little Inovators China,Event volunteer: Packaged visitor pack before event; Led visitors through the exhibition; Maintain the tidyness of hand-on exhibits.

POSITIONS OF RESPONSIBILITY

ECNU Student Association of School of Communication,Leader of Publicity Department **2017**
Organized and assist events held by School of Communication, including guest lectures and student extra-curricular activities; helped ECNU Publicity Department to manage student information

ECNU Volunteer Team, Project Coordinator: **2016-2020**
Worked closely with a team of seven, through weekly meetings, to manage 5 long-term volunteer projects, increasing membership by about 20%; organised and ran weekly volunteer events, annually awarding ceremonies and liaised with ECNU Student Funding Center.

ECNU Baseball & Softball Society, Softball Team Captain: **2019**
Organised weekly training and matches; communicate with coach and teammates to ensure training efficiency; regularly contact committees of Shanghai University League to register for competition around Shanghai Region; Ordered new jerseys for new teammates.

ACHIEVEMENTS & AWARDS

- Excellence Award of Poster Design, Shanghai Division, the 11th National Advertising Art Design Competition for College Students
- Second Prize of Television Ads, Shanghai Division, the 11th National Advertising Art Design Competition for College Students
- Second Prize of Television Ads in Shanghai Student Television Festival (2018)

SKILLS

Computer Skills – Photoshop, Illustrator, Indesign, Aftereffects, Premiere, Microsoft Office, HTML & CSS, C#
Language – Native Chinese, Fluent in English, elementary German; elementary Japanese