Changxing Yan

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Personal Profile

- Results-oriented professional with over 1 year of experience in live broadcast graphics, including graphics playout, asset creation, and maintenance of in-house playout software.
- Equipped with a master's degree in Digital Media Production, specialising in game design and development, 3D/2D animation, and graphic design.

Professional Experience

QVC UK   *May 2022– present*
Graphics & Playout Operator

- To prepare, check and provide the live graphics in a live and off-line broadcast media environment
- To cue up and play out the correct assets & content, as requested by the production director, for use in the correct segments during the live show
- Manage and organise assets using in-house content management system JAMM
- To design creative assets for use in live shows in Jira
- Shadowed Graphics Developer monthly to apprentice development of live graphics animation using Viz 3 Script.

Education

MA Digital Media: Production   *2020 – 2021*
University College London   *Distinction*

A practice-based research degree focusing on video game studies. Apprenticed Unity 3D and Maya. Independently designed and developed a complete game project as part of the dissertation thesis.

The course involved understanding video game studies through media theories and practice-based research. Developed several individual and group game projects and gained sound technological skills including game design, 3D animation and Unity 3D game development.

BA Advertising Studies   *2016 – 2020*
East China Normal University   *2:1*

Covered both theoretical and practical aspects of the creation of advertisement including media theories, marketing research, copywriting, graphic design and video production.

Exchange Semester at University of Oklahoma   *Fall 2018*
Funded by Chinese Scholarship Council

Internships

SAIC Mobility   *Apr 2020 – Aug 2020*
Design Intern

- **Design:** Created illustrations and design in-house communication email for the Human Resources Department with the use of Photoshop and Illustrator.
- **Video editing:** Edited and post-produced the opening video for the annual company conference, also worked as a supporting photographer on site.

Shanghai Alliance Education Cultural Communication Co, Ltd. Aug 2019 – Jan 2020
Marketing Intern

- **Creative design:** Produced client-oriented marketing materials focusing on the Quality Education goal of Sustainable Development Goals (SDGs), including brochures, magazines, websites and videos. The software used include Illustrator, Premiere, InDesign and Photoshop.
- **Marketing analysis:** performed preliminary Research on an SDGs study tour plan in Europe, which later attracted more than 50 middle school students to sign up. (Before covid)
- **Digital marketing:** Managed company social media accounts including WeChat Official Account and Weibo, increasing exposure by 25% by December 2019.

Deloitte China   *Dec 2018 – May 2019*
Visual Design Intern

responsibilities include:
- **Motion graphics** created educational motion graphic videos for Digital Analysis Institute, work including project researching, storyboarding, asset production and animation in Illustrator & After Effects workflow.
- **Web development:** Designed and Co-developed departmental websites with an internal content management system.

Part-time work experience

Juno Media   *Sep 2021– May 2022*
Dispatch Assistant

- **Attention to details:** Sort mixed trolleys of music records onto shelving bays; Pick and packed online customer orders;
- **Information search:** use record sales system to locate product bulks.

ECNU Volunteer Team   *Sep 2017 – Jan 2020*
Project Manager
- **Project management**: Worked closely with a team of seven, through weekly meetings, to manage 5 long-term volunteer projects, increasing membership by about 20%.
- **Event organising:** Organised and ran weekly volunteer events, annually awarding ceremonies and liaised with ECNU Student Funding Centre.

Volunteer Experience
Business Education Event   *Nov 2020*
Game Volunteer
Public speaking: An online volunteering talk to some secondary school students about what they can do to chase after a career in the game industry. Shared my own experience of a digital media degree and answered questions from the students.

ECNU Baseball & Softball Society   *Sep 2019 - Jan 2020*
Softball Team Captain
Organisation skills: 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.

Skills
Computer Skills: Adobe Suite (specialise in After Effect and Illustrator), Unity 3D, Viz Artist, Maya, Microsoft Office
Computer language: C#, HTML & CSS, Viz 3 Script
Language: Native Chinese, Fluent in English, intermediate Japanese.