

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 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 through studies of market and business planning.
Honors: Secondary Academic Scholarship, East China Normal University (2017 & 2018)

Exchange Program: Creative Media Production, University of Oklahoma

2018(Aug. - Dec.)

Relevant coursework: Post-production & Graphic; Interactive Media

Honors: China Scholarship Council(CSC) 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 peripheral products such as wallpapers and mascot-related stickers, popular among staff.
- Edited and post-produced the opening video for annual company conference with Premiere and After Effects, also worked as a supporting photographer on site.

Intern, Shanghai Alliance Education Cultural Communication Co, Ltd.

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
- Tidied 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 center to help local students with their schoolwork and answer questions relevant to university and career choices. By which I learned how to communicate with children and care for their mental health.

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: Set items up and packaged visitor pack before exhibition starts; Work as a docent to lead visitors through the exhibition; Maintain the tidiness 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; Communicate with teammates and jersey shops to order new jerseys for new members.

ACHIEVEMENTS & AWARDS

Second Prize of Televisin Ads, Shanghai Division, the 11th National Advertising Art Design Competition for College Students (2019)

This awarded project was done with limited time and crew. I was in charge of directing and storyboarding, but also worked as the sound engineer and video editor. I gained great practice in multi-tasking and time management in this experience.

Second Prize of Television Ads in Shanghai Student Television Festival (2018)

This project had a cast of 5 people, and a crew of four, which posed a big challenge for mise-en-scène. However, as the director, I managed to keep scenes under control, and also tried to practice some intriguing camera movement in this humorous PSA

Computer Skills – Photoshop, Illustrator, Indesign, Aftereffects, Premiere, Maya, Unity 3D, Microsoft Office, HTML & CSS, C#.

Language – Native Chinese, Fluent in English, elementary German; elementary Japanese.