



## Shuhang (Echo) MAO

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<b>Education Background</b>	<b>The Hong Kong Polytechnic University - BA (HONS) Scheme in Design</b> <ul style="list-style-type: none"><li>Advertising Design Theme</li><li>Current GPA 3.67/4.0 (1<sup>st</sup> semester - class top five, 2<sup>nd</sup> semester - GPA 3.95/4.0)</li><li>Significant class performances: Introduction to Design Thinking &amp; Process - A; Tool Box1 &amp; 4: Hand Visualization Skills I &amp; II - A; Art Direction 1: Applied Typography - A</li></ul>	2018.09 - Present
	<b>HKU SPACE Community College - AA in Media, Culture and Creative Studies</b> <ul style="list-style-type: none"><li>Advertising and Creative Media Theme</li><li>Graduation GPA 3.78/4.0 (2<sup>nd</sup> semester - GPA 3.88/4.0, last semester - GPA 3.92/4.0)</li><li>Award Conferred: Distinction</li><li>Significant class performances: English Enhancement Course A+; Introduction to Aesthetics A+; Media production Workshop A+; Rethinking Popular Culture A+</li><li>Student on Principal's Honours List 2016/17 and 2017/18 (Top 10%)</li></ul>	2016.09 - 2018.06
	<b>Jumperart - Fine-arts Training</b> <ul style="list-style-type: none"><li>Studied Gouache Colour Painting (got 90/100 in Guangzhou Academy of Fine Arts Exam); Sketch; Speedy Drawing</li></ul>	2015.06 - 2017.02
	<b>Hong Ling Middle School of Futian District - Highschool</b>	2013.09 - 2016.06
<b>Working Experience</b>	<b>PolyU Educational Development Centre - Student Assistant</b> <ul style="list-style-type: none"><li>Contributed to the production of 6 different type of MOOC Courses; production works includes indoor and outdoor recording, video editing and retouching (handled 600+ video footages and audios so far), setting shooting scene and props, live streaming, VR filming.</li></ul>	2019.03 - Present
	<b>Media Asia Film Distribution (Beijing) Co. Ltd - Media Department</b> <ul style="list-style-type: none"><li>Designed promotion templates, which officially applied by the company, for the company's WeChat public account after analysed the contents and readers of more than 50 WeChat public accounts.</li></ul>	2017.07 - 2017.08
	<b>Prudential Hong Kong Limited - Group Mentor</b> <ul style="list-style-type: none"><li>Guided 8 interns to complete a business report and a presentation through offered design-related suggestions about Word and PowerPoint format.</li></ul>	2017.07
<b>Extra-Curricular Activities</b>	<b>Office of General University Requirements office - Student Ambassador</b> <ul style="list-style-type: none"><li>Conducted orientation booth decoration and bookmark design for advising weeks so far with local and international students.</li></ul>	2019.08 - Present
	<b>Orientation Programme for Non-local Students 2019/20 - Group Leader</b> <ul style="list-style-type: none"><li>Welcomed 10 freshmen with mass check-in at student halls, orientation campus hunt, global student orientation night and 6+ self-organized events with three group leaders.</li></ul>	2019.02 - 2019.08
	<b>The 26<sup>th</sup> HKPUSU the 39<sup>th</sup> Social Service Group - Publicity Secretary</b> <ul style="list-style-type: none"><li>In charged of 17 promotion items, e.g., logo, banner, executive committee name card and group T-shirt for the society; leaflet, booth decoration, display board, poster, membership card and souvenirs for orientation week; camp T-shirt for orientation camp.</li><li>Collaborated with 9 local society secretaries and got used to the society quickly.</li></ul>	2018.11 - 2019.03

<b>Service-Learning Subjects - Persuasive Digital Storytelling: Small Charities Big Impacts</b> <ul style="list-style-type: none"> <li>Experienced the whole process of producing a digital documentary video for an NGO restaurant in Cambodia and learned video production skill (point of view, use of shots and how to integrating visuals, audios, captions and subtitles).</li> <li>Conducted of preparing an advocacy package, planning and making two videos, writing two 800-word reflective journals, giving three presentation and having 2-week service in Cambodia.</li> </ul>	2018.09 - 2019.08
<b>Summer OutLeap 2018 Vietnam Voluntary Service Tour - Volunteer</b> <ul style="list-style-type: none"> <li>Participated in training and report back session for around 23 hours, created an 24000-word session plan, prepared all the materials by us and conducted a 3-day service in three different charities house in Vietnam with 29 local and international students.</li> </ul>	2018.06 - 2018.07
<b>Lunar New Year Flower Market scheme - Main Designer</b> <ul style="list-style-type: none"> <li>Collaborated with 5 local students from planning with around 8000 words proposal to operating a booth in the 2018 Kwun Tong District Lunar New Year Flower.</li> <li>Designed some of the products(cloth bag and two kinds of toy box packages) and store decoration( store layout, banner and ornament).</li> <li>All of our products sold out in the Kwun Tong District Lunar New Year Flower Market with 14664 HKD total sales revenues and 914 HKD net profit (All money was returned to the capital contributor for charity).</li> </ul>	2017.12 - 2018.01
<b>HKU SPACE CC Student Ambassador (SA) scheme - Design Team</b> <ul style="list-style-type: none"> <li>Participated in 18 events, for instance: HKU SPACE 60th Anniversary Gala Dinner, HKU SPACE CC 2017 and 2018 Admission Day events, with local and international students.</li> <li>Organized the 2018-19 SA recruitment from promoting, interviewing 30+ applicants to select 10 SAs.</li> </ul>	2017.08 - 2018.08
<b>HKU SPACE CC Annual Concert 2018 Rent School Edition - Backstage assistant</b> <ul style="list-style-type: none"> <li>Assisted director Michelle Li and the other 3 teachers and organised around 20 actors as the only backstage assistant.</li> <li>Participated in rehearsal for 50+ hours and assisted the final show, which held in Hong Kong City Hall.</li> </ul>	2017.05 - 2018.04
<b>HKU SPACE CC Social Service Society - Member of Subcommittee</b> <ul style="list-style-type: none"> <li>Formulated design proposals, assigned tasks to other local committees and took charge of the design of all publicity materials including society uniform, inauguration ceremony name cards and 2017 Orientation Camp leaflet.</li> <li>Participated in volunteer activities, e.g., Special Olympics Hong Kong 40th Anniversary Invitational Games and MSF Orienteering Competition 2017 - On Track to Save.</li> </ul>	2016.09 - 2017.09
<b>AXA Hong Kong Limited - The International Business Plan Competition</b> <ul style="list-style-type: none"> <li>Completed a video about team introduction, a 3000-word business report and a presentation with 8 students within 3 nights.</li> </ul>	2017.07

<b>Awards</b>	Reaching Out Award (with 10000HKD), Self-financing Post-secondary Scholarship Scheme	2018.04
	The First Prize (rank 2/8), Lunar New Year Flower Market Competition 2018	2017.12
	Runner Up, The Business Plan Competition 2017 in Hong Kong	2017.07
	The Gold Award (fashion category), The 5th Shenzhen Youth Art Design Competition	2009.12

<b>Additional Information</b>	<p>Computer skills: - Able to manipulate Windows system and Mac system and expert in Word and PowerPoint</p> <p>Software skills: - Adobe Photoshop, Illustrator, Premiere, After Effects, Audition, LightRoom and InDesign;  - Flash Player;  - Visual Studio Code and HTML</p> <p>Language skills: - English - Fluent (IELTS 6.5 - L6 R6.5 W6 S6.5);  - Mandarin - Native;  - Cantonese - Fully understand and able to conduct conversation</p>
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