

Hailin LUO | Creative Media Postgraduate

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City University of Hong Kong
24 | male

PROFILE & RESEARCH INTERESTS

- 4 years of learning, competition, and research experience in the field of **communication & media (technology), curating art, and Entrepreneurship and Innovation**;
- 4-year internship experience; Co-founder of a new media technology and art company(entrepreneur);
- The rich experience of new media and social media operations, writing, and display enables me to handle multiple tasks at the same time and achieve results in the plenary work environment of internship;
- With intense interest, I have been studying in the communication, curation and entrepreneurship and innovation field after graduation, leading to my deeper research interests in **communication & creative media & entrepreneurship**, and I participated in multiple segmentation directions of research in this field. I hope that I can get a chance to have further study with experts from professional institutions through Mphil/Ph.D. research.

EDUCATION

- City University of Hong Kong** Aug 2020 - Jul 2021
Master of Arts in Creative media (Cuating Art and Media). Master . School of Creative Media Hong Kong
- GPA: 2.92 / 4.0 (Good)
 - Core Courses: History&Making of Exhibitions, The Art Mkt:Trns&Actvsm&Anlys, Topics in Media Art, Digital Media for Curating, Phil of Tech & New Media, Arts Mgt & Curatorship, and Aesthetics Beyond Anthropocene, etc.
- Communication University of China** Jul 2019 - Jan 2021
Journalism (Double degree & Minor). Bachelor . School of Journalism Beijing
- GPA: 3.29 / 4.0 (Good)
 - Core Courses: Research Methods of Journalism and Communication Studies, Introduction to Communication Theory, Media Management and Administration, Journalism Theory, Interpersonal Communication, The New Media Editing, etc.
- Guilin Tourism University** Sep 2015 - Jun 2019
English. Bachelor . School of Foreign Languages Guilin
- GPA: 3.43 / 4.0 (Good)
 - Core courses: Advanced English, Academic English Writing and Comparative Translation Analysis, etc.

RESEARCH PROJECT EXPERIENCE

- NTU AI Lab Research Project, Nanyang Technological University** Jan 2022 - Present
Team Member Singapore
- This research projects include but are not limited to machine learning, artificial intelligence, deep learning, etc. Based on the NTU Business AI Lab, students will follow the laboratory director to conduct scientific research on related topics in small groups. On the basis of course study, students will carry out scientific research practice under the guidance of tutors and teaching assistants. And complete the research report writing. ● We are now preparing an IEEE paper about Convolutional Neural Networks and Face Recognition.
- An Analysis of the Profit Model of Private Museums in the Art Market——Taking “M Woods Art Museum” as an Example** Jan 2021 - Mar 2021
City University of Hong Kong
- This essay takes the M Woods Art Museum located in the 798 Art District of Beijing, China as an example, and conducts a case study to explore more possibilities for profitability of private art museums in China, aiming to provide a reference for private art museums to find their own profit model and unique development path.
 - On a deeper level, the healthy development of private museums can, to a certain extent, further promote the healthy development of art galleries and art markets.
- An Analysis of the Application of XR Technology in Curation Based on Ihde's Phenomenology of Technology** Jan 2021 - Mar 2021
City University of Hong Kong
- Extended reality (XR) technologies such as virtual reality (VR) and augmented reality (AR) have developed vigorously in the 5G era. The content of virtual reality interaction and augmented reality mobile experience continues to evolve with the rapid growth of software and hardware devices, giving people an excellent sense of experience.
 - This essay explores the creation and features of extended-reality technology and discusses its application in the field of curation with philosophical ways.
- Research on Product Creativity of Smart Cities under the Normalization of the Epidemic (HONG KONG TECHATHON 2021)** Dec 2020 - Feb 2021
Team leader HKU & USTHK & Cityu & Polyu
- Explored the impact of the COVID-19 on urban curation, tourism, and shopping with literature analysis and taking urban tourism under the normalization of the epidemic as the research object.
 - Designed an APP for innovative smart city tour guides for the current smart city application products that cannot adapt to the normalization of the COVID-19.
- Exploration of the application of extended reality (XR) in the field of curation in the 5G era** Sep 2020 - Dec 2020

Advisor: Jeffrey SHAW

City University of Hong Kong

- Research on XR technology in the era of new media through literature analysis and case study methods;
- Analyzed the current application of XR technology in the field of curation and summarized its advantages and disadvantages;
- Combined the characteristics and technical background of 5G technology to explore the future development path and infinite possibilities of XR technology in the field of curation;

A Study on the Disadvantages and Countermeasures of Reverse News in the Post-Truth era - Taking "Hangzhou a woman missing case" as an Example

Jul 2020 - Nov 2020

Communication University of China

Double Degree & Minor thesis project

- Analyzed the famous "Hangzhou Woman Disappearance Case" news event in China in 2020 through descriptive case analysis, content analysis, and text analysis methods;
- Analyzed the current situation and characteristics of reversal news in the post-truth era through this case;
- Aims to provide a background basis for empirical research, and based on this, put forward suggestions and countermeasures for improving reversal news in the post-truth era.

Taking "Ewer, Sculpted Yue Celadon Dragon Spout and Lotus Design Vessel with Cover" as an Example to Analyze the Characteristics of China's Porcelain during the Five Dynasties and Ten Kingdoms Period

Sep 2020 - Nov 2020

City University of Hong Kong

- Based on the observation of "Ewer, sculpted Yue celadon dragon spout and lotus design vessel with cover," supplemented by documentary materials, this article summarizes the basic characteristics of Chinese porcelain during the Five Dynasties and Ten Kingdoms period and further analyzes its inheritance and application of plastic arts in modern times.
- Additional Works: "Cat face" Lotus Ceramic Baby Bottle (Proposal + Documentation) - 3D model.

Design and Evaluation of Tourism English Learning Wechat Mini-program from the Perspective of New Media

Dec 2018 - May 2019

GUILIN

- Collected the corresponding social needs and expected learning methods of tourism English majors in the new media era through the method of documentary materials and questionnaire surveys;
- Analyzed the characteristics of new media, the classification of tourism English knowledge, and the corresponding learning strategies;
- Explored a new model of WeChat Mini-Program for tourism English learning by integrating the advantages of new media and tourism English learning methods;

Construction And Development Of Translation Corpus Website And APP Products Based On Guilin Tourism (National University Students Innovation and Entrepreneurship Competition).

Jan 2017 - Jan 2018

GUILIN

- Took the English-Chinese translation of the names of major scenic spots and tourism signs in Guilin as the research object and explored the problems existing in the translation of Guilin tourism texts;
- Took the concept of "functional equivalence" of translation studies as academic support, building a set of an academically standardized and industry-recognized corpus of tourism translation texts;
- On this basis, sketch out the travel translation WEB website and APP terminal products;

CONFERENCES ATTENDED

- **May 2021** - Then and Now: Collecting Art and Exhibiting Cultures in Asia conference, Lingnan University in Hong Kong
- **Dec 2020** - ART BASEL webinar
- **Nov 2020** - Goethe Fest at the Goethe Institut in Hong Kong
- **Sep 2020** - Student Masterclass HKAGA at Asia Society, Hong Kong SAR
- **Sep 2020** - Keep the Distance - InTangible Cultural Heritage as Immersive Experience

WORKING & INTERNSHIP EXPERIENCE

Yuanke Culture Communication (Shenzhen) Co., Ltd. - Co-Founder&Entrepreneur

Nov 2021 - Present

- China's new generation of innovative brand management service agencies, a new platform to help contemporary enterprises and institutions to carry out "media innovation" practice through new media technology.
- **Duties:** Responsible for the overall operation of the company, responsible for media innovation, technological innovation, human resource management, etc. I hope that through further study, I can provide new impetus to technological innovation in society and enterprises.

BenQ Technology (Shanghai) Co., Ltd. (IT Industry - TOP 500) --- Marketing Assistant.

Mar 2021 - Aug 2021

- **Duties:** ① Developed, maintained and managed media platforms and their KOLs ② Planned and executed marketing plans ③ Conducted content marketing and interactive marketing to target groups ④ Used traditional festivals and hot events as leads to plan welfare activities for target groups.
- **Acquaintance:** ① It is essentially the practice of the theory of "opinion leaders (two-level communication)" and "gatekeepers" ② In operation, research and analysis of communication effects according to the consumer behavior and characteristics of the audience helps to formulate accurate promotion and Product improvement plan and product improvement plan ③ At the same time, it also accumulated some field investigation first-hand materials for future research;

Gangpianquan Culture Communication Co., Ltd. - New Media Operation - HKSAR.

Jan 2021 - Mar 2021

- **Duties:** ① Designed and edited new media creative ADs using different styles that meet the needs of customers; ② Wrote original creative promotional articles that meet the localization characteristics of Hong Kong (6 articles per week), involving e-commerce, education, catering, finance, and medical fields; ③ Responsible for the sub-text of the Gangpiaoquan, writing the content of the website and community;
- **Acquaintance:** ① Applied what we have learned and understood the communication differences between Hong Kong and the mainland media; ② Lay the foundation for future researches such as the bias of media or news, international communication, political

communication, new media communication, and the characteristics of different audiences;

Zhizhesihai(Beijing) Technology Co., Ltd. - "Zhi Hu-Chinese Internet Knowledge Sharing Platform".

Jun 2019 - Mar 2020

Zhi Hu Community Content Operation Intern (Website Question Editing Operation). Community Content Division.

Beijing

- **Duties:** ●Completed the revision of community UGC questions and assisted in the structural construction of related fields; ●Collected, researched, and combined network hotspots, and conducted real-time reconciliation and updated of topics in related fields on Zhihu; ●Committed to improving user activity and question answering rate in communities in related fields; ●The average daily editing and review questions reached 200+, and the community activity in related fields increased by up to 30%;
- **Acquaintance:** ●Learned to effectively track various hot topics in society and academia; ●Provided more topics and ideas for research in the areas of community operation, online community management, gender research, and public opinion.

Netease Youdao Information Technology Co., Ltd (Beijing) (China TOP 500) --- New Media Operation Intern.

Jun 2018 - Jun 2019

- **Duties:** ●Wrote high-quality articles (English test and college students' campus-related), the average reading volume of the article reached 1w+; ●Responsible for the independent operation of multiple WeChat public accounts, increase 2w+ followers within three months, and increase the conversion rate of website course sales by 20%; ●Designed independently More than 10 works, including articles, posters, and invitations required for courses;
- **Acquaintance:** ●Combined communication studies, communication psychology, audience analysis, and other knowledge with the company's propaganda and operation; ●Mastered a variety of new media operation skills; ●Helped the development of the enterprise by writing articles, planning activities, and designing publicity posters;

LEADERSHIP & TEAMWORK

Research on the marketing plan of FAB products of P&G (P&G CEO Challenge)

Jan 2021 - Feb 2021

Core Members

Cityu & Sjt; & Scut; & Soton.;

- Explored the advantages and disadvantages of P&G's FAB series products through SWOT and PEST analysis methods;
- Analyzed the FAB's social media operations through text analysis.
- Put forward a targeted integrated marketing communication plan in different aspects, such as product packaging, and crossborder marketing, membership points system, and social media operations;

Guilin Tourism University - Yiban Development Center

Sep 2017 - Nov 2018

Deputy chief.

Guilin.

- Innovated and optimized the rotation system, improved organizational work efficiency, guided and created various Yiban applications, and enriched the Yiban functions to strengthen the management of student work;
- Coordinated the work of various departments of the Yiban Development Center, and assisted the University to organize many large-scale school activities, and promoted the Yiban through various channels to enhance user coverage;

Guilin Tourism University - New Media Center Center

Jan 2016 - Jun 2017

The President of the Weibo Association.

Guilin.

- ●Assisted the University to approve and manage various types of new media accounts in the University, organized and operated the University's official WeChat public platform and Weibo, and committed to the development of the University in the field of new media;
- ●Significantly increased the attention of the University's official new media platforms.

SKILLS, CERTIFICATIONS & OTHERS

- **Skills:** PPT (proficient), PS (skilled), Word(proficient), HTML / CSS (average)
- **Certifications:** Teacher qualification certificate, Mandarin level certificate, driver's license
- **Languages:** Cantonese, English, Mandarin
- **Interests:** Read, badminton, sing

HONORS & AWARDS

EXCELLENT CADRE OF COMMUNIST YOUTH LEAGUE	05/2016
THE SECOND PRIZE SCHOLARSHIP	05/2016
NATIONAL ENCOURAGEMENT SCHOLARSHIP	12/2016
CHINESE UNIVERSITY STUDENTS' STAR OF SELF-IMPROVEMENT	05/2017
EXCELLENT STUDENT-CADRE	05/2017
THE THIRD PRIZE SCHOLARSHIP	06/2018
ADVANCED INDIVIDUALS OF WORK-STUDY	12/2018

PUBLICATIONS

1. Taking "Ewer, Sculpted Yue Celadon Dragon Spout and Lotus Design Vessel with Cover" as an Example to Analyze the Characteristics of China's Porcelain during the Five Dynasties and Ten Kingdoms Period

- Accepted by *Frontiers in Art Research* (Francis Academic Press)

2. An Analysis of the Profit Model of Private Museums in the Art Market——Taking "M Woods Art Museum" as an Example

- Accepted by *Journal of Social Science and Humanities*

3. An Analysis of the Application of XR Technology in Curation Based on Ihde's Phenomenology of Technology

- Accepted by *Journal of Sociology and Ethnology*

OTHER FILEDS RESEARCH

- ⊙ A study on "soft pornography" in contemporary Chinese social media.
- ⊙ Exhibition Proposal - The Natural Nature of Human --- A Special Exhibition of Nature & Human Nature.
- ⊙ Case Study - How to ask for Sponsor for an exhibition?
- ⊙ Case study + Fact sheet - Art Loss Register
- ⊙ Exhibition Proposal - “Animals are not just cute!” A special exhibition on animals in the post-epidemic era Proposal
- ⊙ Case Study - “American Museum of Natural History” Website Analysis