

Yifei Zhu

Email: zhuyifei@tm.hzc.edu.cn

Address: City College of Huizhou, Guangdong, China

Research Interest: Platform Regulation and Queer Media

Educational Background

Communication University of China

09/2019-07/2022

- ✧ **Master of Arts in Radio and Television Planning and Production GPA:** 3.63/4.0
- ✧ **Notable Courses:** Research on Radio and Television Program Types (94/100) Video Creative Thinking (90/100)

Guangdong University of Foreign Studies

- ✧ **Bachelor of Arts in Chinese Language and Culture** **GPA:** 3.62/4.0(top 23%) **09/2015-07/2019**
- ✧ **Bachelor of Management in Accounting(minor)** **09/2016-07/2019**
- ✧ **Notable Courses:** Film and Television Arts (91/100) Creative Writing Workshop (91/100) Popular Culture Topic Analysis (90/100)

Tsinghua Shenzhen International Graduate School

11/2023-11/2024

- ✧ Programme in SME Leaders (Greater Bay Area) New Economy Leadership (160 credit hours)

Publication

Journal Article: Yifei, Zhu. "Application of Artificial Intelligence in the Production and Distribution of Interview Programs on Bilibili " High Above, vol. 30, no. 07-4 (2024): 94-96. ISSN2096-0557.

- ✧ **Role:** Independent Author
- ✧ Utilized case study and practice-based research methods to explore AI's impact on interview programs.

Book Chapter: CI Corporate Identity Design Project-based Tutorial. (2024). Huazhong University of Science and Technology Press. ISBN 978-7-5772-0715-5.

- ✧ **Role:** Contributing Author
- ✧ **Contribution:** Wrote the fourth section of Module 2, Practical Training, Project 3, Development of VI Design - Design and Production of Application Elements, approximately 10,000 words.

Journal Article: Yifei, Zhu. "A Cultural Experience Reality TV Show on Traditional Culture: The Case of A Thousand Years." High Above, vol. 34, no. 08-4, 2024, pp. 51-53. ISSN2096-0557.

- ✧ **Role:** Independent Author

Edited Collections (books): "Research Report on Digital Media Art Design" (*under review*)

04/2023-12/2024

- ✧ **Role:** Co-author
- ✧ **Contribution:** Authored two chapters: "Modern Film and Television Design and Creation Applications in Digital Media Art" and "Trends in Visual Communication Design and Creation in Digital Media Art," totaling 60,000 words.

Conference paper: Yifei Zhu. "Research on Innovation in Digital Media Art in the Age of Artificial Intelligence." Proceedings of the International Trends and Issues in Communication & Media Conference, Harvard University Club, Boston, USA, 2024.

Thesis: "Research on Optimization Strategies for Chinese Culinary Variety Shows" Library, Communication University of China 06/2021-27/06/2022

✧ **Role:** Independent Author

✧ **Instructor:** Ling Guan, Dean and Professor, School of Drama and Film, Communication University of China

Thesis: A Feminist Analysis of Aunt Zhao's "Madwoman" Image in *The Dream of the Red Chamber (*under review*)

Thesis: Research on the Gamification Elements in Workplace Observation Variety Shows (*under review*)

Working Experience

Queer Media Work:

Shenzhen Yiming Culture Communication Co. (*self-employed*) 03/2020-03/2023

✧ **Position:** General manager

✧ **Achievements:** Managed new media accounts with over **1.4 million** followers across **16** accounts and achieved a total broadcast volume exceeding **100** million views.

✧ Spread and recreate Danmei audio dramas at Mainstream social media platforms.

✧ Managed over **30** disputes with platform reviewers, navigating account suspensions and violation warnings. Developed skills in refining and censoring video content to enhance its compliance and visibility on mainstream Chinese social media platforms.

Sina Network Technology Co., Ltd. 03/2021-09/2021

✧ **Position:** Senior Video Operations Intern

✧ worked on adapting queer culture novel into audio dramas and promoted them via social media and television.

✧ Served as the director for the final recording of the voice acting talent show, "The Power of Voice Acting."

Television Program:

Xiaomi TV Variety Channel 09/2020-12/2020

✧ **Position:** Operations Staff

✧ **Responsibilities:** Managed daily operations including daily recommendations, short video feature planning.

Season 3 of CCTV's The Classics 11/2019-01/2020

✧ **Position:** Trainee director

✧ **Responsibilities:** Coordinated artists, wrote scripts, and assisted in rehearsals and recordings.

Guangdong TV International Channel — the talk show *Face Time* 03/2019-10/2019

✧ **Position:** Director's assistant

Digital Media Art Design Education Work:

City College of Huizhou 04/2023-Present

- ✧ **Position:** Assistant Lecturer & Promotions Department Staff
- ✧ Taught courses in Photography, Digital Media Marketing, Video Production, and Creative Product Design.
- ✧ Led the Spring 2024 OBE Demonstration Course Lab, utilizing cloud-based platforms for interactive activities and data tools to improve student engagement and learning outcomes.
- ✧ Contributed to the Digital Image Professional Teachers' Program, focusing on innovation and professional development in digital transformation, and led the student organization "Integrated Media Center" for school publicity.

HuiZhou Education Bureau, Organization Section (*On Loan*)

09/2023-01/2024

- ✧ **Position:** Media Publicity Officer
- ✧ Managed news and communication tasks, including thematic education publicity.

Volunteering&Extracurricular activity

Revitalizing Cultural Heritage Resources: Digital Palace Museum Community Building Report," delivered by Shan Jixiang, Director of the Palace Museum:	Volunteer	3/7/2023
Beijing International Animation Festival & CGF China Game Festival:	Exhibitor&Volunteer	4/4/2021
The film "The People Captured by the Light" starring actor Huang Bo:	Film Submissions Volunteer	29/10/2019
The director Makoto Shinkai's animated film "Weathering with You":	Media Publicity Volunteer	27/10/2019
The talk show "Kai Jiang La" hosted by the CCTV famous host Sa Beining:	Screening Volunteer	20/09/2019
Sri Lanka Elephant Orphanage:	Animal Care Volunteer	28/7/2017
"Autumn Harmony" Choral Concert hosted by Guangdong University of Foreign Studies:	Choir Volunteer	26/10/2016
Exploring Symphony: A Concert at the Music Hall hosted by Xinghai Concert Hall:	Choir Volunteer	15/03/2016
50th Anniversary Celebration Gala of Guangdong University of Foreign Studies:	Performance Volunteer	2015

Honors & Awards

Teacher Qualification Certificate for Higher Education	2024
Comprehensive Scholarship(top 30%)	2019
Student Innovation Award National Industry Organisation (Provincial) Artistic Achievement Award	2018
“Diverse Shots, Diverse GDUFS”Second Prize in Photography Competition	2017
Second Prize of Vocal Music The Fifth National Art Exhibition for College Students	2017

Miscellaneous

Skills: Premiere (Proficient), Audition(Proficient),Office Suite(Proficient),Photoshop (basic),Citespace(basic),SPSS (basic)
Language:English (Fluent, IELTS: 6.5), Mandarin Chinese (Native)
Interests: Piano(Grade 10),Video clipping,Mind Mapping,Queer Literature,Sandbox Game,Cooking