

LUYAN (KRISTY) ZHANG

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Education

University of Toronto

Honours Bachelor of Arts: Double Major in New Media Studies & Studio Art

Toronto, Canada

Sep 2019 to Jun 2023

- **Relevant Coursework:** Sound Art (A+), Interface Design (A-), Application Software for Interactive Media (A+), New Media Design (A+)

Skills

- Web Development: JavaScript (P5.js Framework), HTML, CSS
- Programming Languages: Python, SQL
- Software: Unity, Blender, Cinema 4D, Tinkercad, Figma, Adobe Creative Suite, DaVinci Resolve, Tableau, MS Office Suite
- Languages: English, Mandarin
- Soft Skills: Management, Organizational Excellence, Leadership, Communication, Problem Solving, Strong Attention to Detail

Research Experience

Research Assistant, Zhejiang University (Ningbo, China)

Sep 2021 to Current

- Participated in design and development of High Frame Rate Thermal imaging Cameras (2022) and Passport Reader (2021) to assist researchers at College of Information Science and Electronic Engineering
- Reviewed resources to support research programs and discovered professional interest in researching optoelectronic signal processing technologies

Exhibitions & Publications

“Cocoon”, Artist Assistant, Bai & Yun Art Museum (Zhejiang, China)

Jul 2022 to Oct 2022

- Conveyed community perceptions of COVID-19 pandemic through silk manipulation

“Deeper Blue”, Artist Assistant, Mstudio (Beijing, China)

Jun 2021

- Explored artistic concepts relating to cyanotype photography; utilized corrosion caused by dissolving materials (i.e. rain, salt, snow) to alter photograph submission

Awards

Piano ABRSM Level 8 Qualification

2015

Professional Experience

Co-Founder & CEO, XT Media (Toronto, Canada)

Apr 2021 to Current

- Founded organization specializing in social media marketing based on popular trends in contemporary culture
- Generated recurring content expressing opinions of fashion trends while exploring topics in feminist theory to engage 350K+ followers on RED platform while impacting 5 million+ across broader platforms
- Maintained relationships with clients including Estée Lauder, Adidas, Bobbi Brown and Burton by promoting products and achieving \$1M in revenue

Curator, University of Toronto Scarborough, Gallery 1265 (Toronto, Canada)

Oct 2022 to Current

- Collaborated with UTSC Gallery 1265 and several Toronto-based artists to coordinate and host 3 exhibitions and 3 public art events, providing students platform to showcase art
- Procured talented individuals, performing artists and musicians to entertain guests during special events
- Promoted events and exhibits via social media, email and other communication methods to boost gallery attendance

Brand Management Assistant, Lamborghini Uptown Toronto (Toronto, Canada)

Oct 2022 to Current

- Liaised with Lamborghini Brand Specialist to identify improvement opportunities for marketing campaigns to achieve brand management goals
- Assessed current landscape for luxury goods to determine effective methods of brand management with particular focus on personal and corporate branding
- Generated detailed reports and presentations to communicate insights into marketing campaign strategies; proposed methods to enhance current SEO approaches to target specific demographics and achieve business development goals

Curator Assistant, Tencent Art (Beijing, China)**Dec 2021 to Feb 2022**

- Actively participated in curation of "Exhibition At Your Fingertips" by offering services as Curator Assistant
- Leveraged proficiency in Davinci Resolve and Adobe Premiere Pro and After Effects to meet strict deadlines for photo and video editing processes
- Interviewed artists and introduced public audiences to new forms of artistic expression and published series of promotional articles promoting art exhibitions on social platforms such as WeChat to obtain 2,000 views

Production Engineer, Gage e-Gaming (Fujian, China)**Jun 2021 to Sep 2021**

- Communicated with different teams to design game elements and optimize quality for better player experiences using Unity, Blender and C4D
- Managed project requirements and accomplished objectives by self-monitoring progress and promptly solving issues

Marketing & Media Specialist, Qin's Entertainment (Beijing, China)**Sep 2020 to Apr 2021**

- Operated new social media accounts for clients in entertainment with follower count exceeding 50M; monitored content engagement trends, tested new strategies and implemented data analytics framework to optimize content delivery
- Increased commercial value of singers and dancers by connecting with fashion designers, brands and other sponsors

Visual Creative Intern, ByteDance (Beijing, China)**May 2020 to Aug 2020**

- Provided video editing and post-production support using Adobe Premiere Pro, After Effects and DaVinci Resolve prior to publishing content onto social media platform TikTok
- Collected information on user demands and manipulated marketing data in Excel (VLOOKUP, HLOOKUP and PivotTable)
- Communicated with KOL to promote products and evaluate data from successful advertisements, narrowing client scope from 2,000 to 100

Data Analyst, JNC Study Abroad Platform (Toronto, Canada)**Sep 2019 to Apr 2020**

- Collected and organized massive datasets via online survey; presented valid data using Tableau to explore potential business insights in Canadian market
- Utilized advanced Excel skills (Lookup functions, PivotTable, etc.) to perform extensive quantitative analysis
- Presented reports with business insights based on analysis to senior management to support decision-making process

Project Experience

Sound Visualization Project**Oct 2022 to Current**

- Created website to visualize sound under theme of domestic violence, allowing users to develop newly generated visualizations
- Established project goals, design requirements and relevant technologies prior to developing website

AR Game Design Project**Sep 2022 to Nov 2022**

- Ideated, developed and implemented AR game to educate children on significance of online privacy; produced accompanying picture book to introduce children to concepts through non-digital setting using software such as Unity, Blender and InDesign
- Determined design plans, researched prevalent technologies and executed full-cycle design of AR game
- Regularly presented product to peers and supervisors to gather feedback and implement critiques into improvements

Development of VR Game Swallowtail Butterfly**Aug 2022 to Oct 2022**

- Created treasure hunting VR game with original characters and scenes; manipulated custom editor scripts and tools to expedite testing and production
- Participated in implementation of deep learning and reinforcement learning models, successfully mining lineup data more intelligently and efficiently to identify optimal solutions in exploring combinations of values
- Designed game framework, implementing resource management techniques, frame rate locking and event passing using Unity, Blender, C4D and sound effects production technology

UX Design of NFT Trading Website**Jul 2022 to Sep 2022**

- Designed user-friendly social media and trading platform for NFT artist; finalized technical specifications according to project standards and requirements
- Organized user opinion and behaviour data; conducted user profiling according to user types
- Researched pain and opportunity points of different users' experience paths in NFT platform to guide creative direction
- Completed rapid prototyping via AI design tools (scanned basic sketches and entered corresponding parameters)

Food Delivery Platform "Foodie" UX Design Project**Jan 2021 to Jun 2021**

- Studied user requirements based on COVID-19 restrictions for 4 clients; designed and built information architecture including onboarding, profiles, menus, orders and attractions
- Completed design of prototype pages with custom food recommendations and "sold-out" notifications to help users make the most of service while improving ease and speed of experience; provided several solutions to resolve design-related pain points