



Zhengyan Yu

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Working experience

Philips Lighting

Boston, MA | 2017.5 – 2017.8
Visualization Design Intern

Wujie Media

Beijing | 2015.9-2015.12

Data Visualization Intern

- Assisted journalists to turn their data and information into reader-friendly graphics.
- Wrote 14 posts cooperatively with others and independently wrote 8 posts (6 of them are technical articles introducing useful data visualization and data analysis tools)
- Independently composed article-- “ Cross-strait Youth Talks - Stop Fighting over Tea Eggs, Let's Travel!” was selected as one of the best Ma-Xi reports by Baidu News Lab

Golin

Beijing | 2015.3-2015.6

Social Media Platform Operations Intern

- Operated a Weibo account; wrote and designed over 20 interactive interesting Weibos related to Moms and Babies' products, replied to Weibo followers' comments.
- Organized a big online campaign; created an interactive psychology test using HTML5 on Mother's Day; total amount of engagement (comments, re-tweets and likes) are over 3,000 times

Ogilvy Public Relations

Beijing | 2015.1-2015.3

Data Analysis Intern

- Analyzed data from social platforms (WeChat, Weibo); caught the latest trends happening in China and used data to explain them, ex: analyzed the effect of WeChat releasing advertisements on its Moments.

Taiwan Institute of Economic Research

Taipei | 2013.5-2013.12

Research Assistant

- Participated in five government projects, one of them was related to southeast Asian countries which I was in charge of data analysis in Malaysia and Laos
- Conducted statistical analysis and numerical modeling in industrial fields using SPSS, Excel VBA

Education

Northeastern University

Boston, MA | 2016 – 2018 (expected)
MFA in Information Design and Viz

Renmin University of China

Beijing | 2014 – 2016
MA in Economics

National Taipei University

Taipei | 2008 – 2013
BA in Economics

Skills

Design: illustrator, indesign, sketch
Front-end: html, css, js

Data analysis: r, stata, sas, spss
Data viz: d3.js, tableau, qgis, ggplot2

Database: mongodb, postgresql
Web crawl: node.js

Other experience

2017 IEEE PacificVis

Project was accepted to the Visual Storytelling Contest

- "The Rise and Fall of the Greater China's Economy" uses the data of Fortune 500 lists from 1995 to 2016. It tells the economy story among Mainland China, Hong Kong, and Taiwan.
- My role in this project is data analysis and storytelling.
- project address:
<http://pacificvis.snu.ac.kr/programs/contest-109>
<https://noelfish6.github.io/fortune500/fortune/>