

EDMUND LAI

Experience Designer

Purpose

- ▶ To create value for users of traditional and interactive media experiences
- ▶ To communicate and harmonize perspectives through media experiences

Skillset

- ▶ Proficient in English writing and speaking (native speaker)
- ▶ Verbally fluent in Mandarin and Cantonese
- ▶ Video/Photo editing, Adobe Creative Suite, Microsoft Office Suite, HTML/CSS
- ▶ Knack for creative expression via writing and photography

Online Presence

Instagram
wuweiworld

Website
wuweiworld.com

Contact, etc.

Mobile
+1-873-371-0091

WeChat
edmundwmlai

E-mail
edmund@wuweiworld.com

Current location
Vancouver, BC, Canada

Nationality
Canadian (born in Canada)

Awards, etc.

2016 Hubei Daily Media
Group News Award

2016 International CHUCAI
Composition Contest Award

Experience

Wu Wei World Inc.

Vancouver, BC
Experience Designer
Nov. 2019 - Present

Responsibilities

- ▶ Concocting narratives and experiences to bring meaning to sentient beings

Hubei Institute of Fine Arts

Wuhan, Hubei
Instructor
Apr. 2015 - Jul. 2019

Responsibilities

- ▶ Created and lectured my own course dealing with global culture, psychology, and sociology
- ▶ Organized activities and discussions for students to practice their spoken English

Joy of Fish Co. Ltd.

Wuhan, Hubei
Animator for mobile games
Feb. 2014 - Jun. 2015

Light on Media

Vancouver, British Columbia
Freelance Designer
Apr. 2011 - Dec. 2013

BlackBerry

Waterloo, Ontario
Conceptual Flash Designer
Jan. 2010 - Sep. 2010

Responsibilities

- ▶ Designed and developed interactive Flash storyboards, posters, and presentation slides for conceptual products, which facilitated the implementation of new functionalities into future devices
- ▶ Created a video with After Effects for a technology conference submission, which communicated an intricate technological concept in a more accessible manner

IBM Canada Ltd.

Burnaby, British Columbia
Interactive Media Designer
Sep. 2008 - Apr. 2009

Responsibilities

- ▶ Developed and maintained both internal company and external client Websites following strict standards, which ensured that pages are cross-browser compliant and accessible to screen readers
- ▶ Debugged interactive Flash movies, which made sure that final deliverables to a major client are on time and of high quality

Education

Wuhan University

Wuhan, Hubei
2015 - 2019

Details

- ▶ Master of **Mass Communication** under the School of Journalism and Communication, **Communication Theory** focus
- ▶ 1 year of **Chinese language** studies

Extracurricular

- ▶ Language consultant for Wuhan University English Student Correspondents
- ▶ Represented Canada during Cultural Festival

Simon Fraser University

Burnaby, British Columbia
2003 - 2010

Details

- ▶ Bachelor of **Business Administration** under the School of Business, **Marketing** focus
- ▶ Bachelor of **Arts** under the School of Interactive Arts and Technology, **Media Arts** focus

Extracurricular

- ▶ Created promotional videos as a member of the Business Administration Merchandise Club

Certification

Global Language Training

Online
2013

Details

- ▶ **TEFL / TESOL** certificate
- ▶ 150 hours / **Grade A**

Capilano University

North Vancouver, British Columbia
2012 - 2013

Details

- ▶ Certificate for **Digital Animation**