

# Jia SONG

+86 13313363645

jiasong04172002@163.com

2002.04.17

Beijing, China

## EDUCATION BACKGROUND

---

### Communication University of China

Sep.2021 - Present

- **B.F.A.** in Visual Communication Design (Advertising Design), *College of Advertising* Beijing, China
- **GPA (to date):** 3.74 / 4.0
- **Main Courses:** Creative Interaction Design and Technologies, Interactive Advertising Creativity and Design, Advertising Psychology, Media Design, Media Technology and Application, Big Data and Artificial Intelligence
- **Graduation Expected:** Jun.2025

### Educative.io's

Nov.2024 - Present

- **Courses:** Python for Programmers Online
- **Graduation Expected:** Jun.2025

## INTERNSHIP EXPERIENCE

---

### National Center for Educational Technology

Jul. - Aug.2024

UI & UX Intern at Education Supervision and Guarantee Service Department

Beijing, China

- Participated in the UX development of the project *National Extracurricular Education Training Supervision and Service Comprehensive Platform*.
- Conducted pre-research, including user requirement analysis, and feasibility testing.
- Designed and optimized website UI interface and information architecture.
- Completed prototype development, brand visual design, and project final report.

## ART PROJECTS

---

### Moodbin, Interactive Installation, *Teamwork*

Jun.2024

- **Brief:** It is an interactive art installation based on gesture recognition technology, designed to provide unique emotional support for the daily commuters.
- **Task:** Pre-research, user analysis, case study, and interactive design.
- Made design proposals about the interaction process and implementation method.
- Utilized Touchdesigner and projection technology to realize interactive effects.

### Redesign of the Official Website for the School of Advertising, Website Design, *Teamwork*

Jul.2023

- **Brief:** The project optimized the original information architecture and visual design, enhancing user experiences.
- **Task:** Pre-research, user analysis, visual design, wireframe design, website architecture design, prototype design.
- Collaborated with interdisciplinary students and shouldered one-third of the design tasks.
- Presented the design proposal and got approved.

### Pei Xiao Zhen - Medical Companion Booking Platform, Website Design, *Teamwork*

May.2023

- **Brief:** This platform integrates the resources of accompanying doctors on social media into a website, providing reliable assistance and warm companionship to those in need.
- **Task:** Pre-research, user analysis, competitive analysis, visual design, website architecture design, and iteration.
- Discovered the pain point for the elderly people who are unfamiliar with medical procedures and need accompany.
- Used Google Analytics for data monitoring, feedback collection, and design optimization.

### The Dice, Package Design, *Teamwork*

Nov.2022

- **Brief:** This sanitary pad packaging is designed specifically for visually impaired women.
- **Task:** Pre-research, user analysis, visual design, texture analysis, and package design.
- Identified the visually impaired women's pain points when using and disposing of the sanitary pad.
- Used bold contrasting colors and varied packaging materials to assist visually impaired women in using it.

## EXTRACURRICULAR ACTIVITIES

---

### **Web Art as Site Workshop, New York University**

**Aug. - Sep.2024**

- Learned basic web development skills, such as html, css, and Javascript, to make web art.
- Familiarized with the history of web art development.

*Online*

### **User Experience Design Workshop, Savannah College of Art and Design**

**Oct. - Nov.2023**

- Learned the research methods of analysis user groups and opportunities.
- Familiarized with the interactive design workflow, including user research, app design, etc.

*Online*

### **Student Union of Communication University of China**

**Sep.2021 - Sep.2022**

*Member of External Relations Department*

- Responsible for event planning, securing sponsorships, managing supplies, execution, etc.
- Invited alums and experts, enhancing the competition's professionalism and impact.
- Coordinated with interdepartmental requests and facilitated communication between universities.
- Organized large-scale events, like *The 18<sup>th</sup> Capital University "The Elegant Star" Selection Competition*.

### **Montmartre in Dingfuzhuang, Campus Sketch Portrait Flash Art Event**

**Oct.2021**

*Member of Organizer & Host*

- Coordinated with the venue arrangement and established a detailed activity schedule.
- Provided administrative support during events, including setup, registration assistance, and on-site coordination.

## ADDITIONAL INFORMATION

---

- **Software:** Adobe Photoshop, Illustrator, Indesign, Premiere, After Effects; Unity; Blender; TouchDesigner
- **Coding Languages:** Python, HTML, CSS, JavaScript, C/C++
- **Development Tools & Platforms:** Processing, Arduino
- **Interests:** Studio Photography, Oil painting, Acrylic painting, Watercolor, Sketching, Violin, Hand-making