

SYLVAN WANG

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EDUCATION

Master of Science, Applied Communication Analysis

Aug 2024 - May 2026

- University of Southern California
- Study Uses of Communication Research, Communication Management, Audience Analysis, AI, Generative AI and Modern Communication Technology

Bachelor of Language and Literature

Aug 2020 - June 2024

- Shanghai International Studies University
- Regional and International Studies, Culture and Memory Studies, Sociolinguistic
- First-Class Scholarship, Outstanding Graduation Thesis of the Year

PROFESSIONAL EXPERIENCE

Natives of the ACG Heterotopia: How Brands Can Connect with Gen Z

April 2024 - August 2024

Lead Researcher & Project Manager | Ylab

- Led in-depth research, including psychological modeling, qualitative & quantitative analysis, cultural analysis, and AI-driven big data research. Managed cross-functional collaboration, working with internal strategy and IT teams, as well as external partners (Kuaikan Comics, MMA China).
- Presented key insights to 60+ brand representatives at the MMA conference, establishing 16 new client relationships. Converted research insights into two commercial projects, driving brand strategy and market application.

What marketers can learn from Gen Z cultures across Asia

May 2024 - Dec 2024

Researcher & Project Manager | Ylab

- Key analyst and co-author of a research report in collaboration with Hakuhodo Consulting APAC, examining Gen Z culture across eight markets. Conducted data analysis, cultural & consumer insights research, and AI-driven persona development.
- Designed and authored the final report, ensuring clarity, storytelling, and strategic insights, which received media coverage in Campaign Asia and the U.S..

TravelNest APP

Jan 2025 - Now

Founder & Lead Planner | TravelNest

- Developed TravelNest, a travel planning app integrating UX research, competitive analysis, and user insights.
- Conduct quantitative and qualitative user research to designed personas, journey maps, and core features, refining product strategy for an intuitive experience.

Multilingualism, language choice and identity construction: Diasporic

Sept. 2022 - Mar. 2024

Ukrainians in Shanghai language: Diasporic Ukrainians in a metropolitan city

Co-Author | Shanghai International Studies University

- Contributed to research and writing on diasporic Ukrainians in Shanghai, analyzing living conditions and social media narratives on the Russia-Ukraine conflict. Conducted cross-cultural data collection and applied qualitative methods, including ethnographic observations, semi-structured interviews, and thematic analysis.
- Presented at IPSA's 27th World Congress, ISB14, and published in the SSCI-indexed journal Sociolinguistics.

TECHNICAL SKILLS

- Consumer Analysis
- Quantitative & Qualitative Research
- UX Research
- Data Reporting
- Data Analysis & Visualization
- Marketing Analysis