

Zihan Yin

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EDUCATIONAL BACKGROUND

King's College London - London, UK	09/2020 – 12/2021
Culture, Media & Creative Industries	Master of Arts
Arts & Cultural Management	
University of Liverpool - Liverpool, UK	09/2018 – 07/2020
Management School	Bachelor of Science
Economics	

PROFESSIONAL EXPERIENCES

Tate Modern - London, UK	01/2021 – 06/2021
Researcher/Project Assistant	
<ul style="list-style-type: none">Conducted audience research for exhibition with members of Tate teams and developed inspiring content to engage diverse audiencesAssisted the project manager by facilitating communication between project stakeholders and Tate's internal team to ensure on-time delivery of the projectResearched immersive experiences and their future forms from audience and team members perspectives for Tate Modern projectCollected data from audiences and Tate staff via semi-structured interviews, and analysed data through thematic discourseArgued that the detachment that occurred in immersive experience prompted people beyond their typical modes of interpretation, and presented a critical view of its possible trends	
OneMoreClass Network Technology Co. – Suzhou, China	12/2016 – 07/2018
Co - Founder	
<ul style="list-style-type: none">Conducted user research by large-scale survey that covered 1000 college studentsCreated user persona based on user behaviours data and designed product frameworkLaunched more than 20 products across four subject areas and collaborated with internal and external partners on creative ways to present the productsIn charge of media production, including WeChat official account, video and podcast production to guide users to trial productsEstablished community and collected feedback to optimise content and delivery mode. Developed offline business and organised campaigns to ensure customer participation and engagementManaged the team via appropriate framework and tools to ensure transparency, inspection, adaption and communication efficiency. Reviewed backlogs to ensure on-time delivery of productsNegotiated with 3 companies to exchange resources and gain cooperation	

OTHER INFORMATION

- Languages: English (PTE 70), Japanese (elementary), Korean (elementary), Mandarin (native)
- Skills: Microsoft Office, Photoshop, Unity, Figma, Live2D, Blender; video-editing, painting, piano, Guqin (Chinese traditional instrument)
- Certification: Professional Scrum Master I & II