

Mr. Yan Shuheng

Phone: +86 17705926035

Email: dmt1809293@xmu.edu.my

Add: No. 261# 601, Shui'an Huating, Xiangping Street, Tong'an District, Xiamen, Fujian, 361000, China

EDUCATION

Xiamen University Malaysia (XMUM)

Bachelor of Engineering in Digital Media Technology

09/2017-06/2021

INTERNSHIP

Video Designer, Business Department, Bluefocus., Shanghai

02/09/2022-21/10/2022

- ✓ Designed advertising copy of products according to requirements, including Alibaba Cloud Servers, Gudong Box and Duwu App, searched for relevant materials and made short video ads, put it on the Bilibili platform
- ✓ Assisted in the design of advertising poster by using PS according to needs

AE intern, Mediacom, GroupM (Shanghai) Advertising Co., Ltd, Shanghai

06/01/2022-12/08/2022

- ✓ Collected and sorted out the data of Adidas wechat department, archived it with Excel, and assisted in making weekly and monthly reports, etc
- ✓ Communicated with customers' needs, set up advertising in Wechat Moments, and completed other daily administrative work

Operator intern, New Media Department, Xiamen Secast International Network Technology Co., Ltd., Xiamen

08/08/2021-27/12/2021

- ✓ Responsible for the operation of Grotto's official flagship store account at Tiktok, compose the copy of the video content according to the product type, and then upload the video to the Tiktok platform
- ✓ Participated in shooting product unpacking videos, assisted in scene building and light control, and participated in video clips
- ✓ Extracted video traffic data, sorted out and analyzed video traffic trends and characteristics, and reported it

Foreign Trade Specialist intern, Ministry of Foreign Trade, Xiamen UTOP International Co., Ltd, Xiamen

05/05/2020-30/09/2020

- ✓ Carried out daily negotiation with DRYWORLD company and provided samples for reference □
- ✓ Negotiated with foreign docking personnel on the appearance design and production of the travel bag, completed the quotation, and finalized the price within 2 days, which greatly shortened the early communication process and was recognized by the supervisor
- ✓ Analyzed the realized value of the order, and communicated with the supervisor
- ✓ Completed the order of 1200 + travel bags, helped the department improve the work efficiency by 30%

PROJECT

Deputy Leader, Technology Department, Collection Platform for Students' Summer Quality Development Projects

07/2021

- ✓ Responsible for the production of platform publicity videos, using Animate CC to produce animations, using PR to edit videos, and participating in voiceover dubbing
- ✓ Participated in China-Malaysia Youth Innovation and Entrepreneurship Competition, and the video won the third prize of the national award

Team Leader, Audio-visual Language Project

09/2020

- ✓ According to the skills and characteristics of the five team members, reasonably allocated the tasks of the team members, formulated the project schedule, regularly organized meetings to exchange the project priorities and synchronize the project progress, and successfully completed the project and delivered it in advance
- ✓ Served as a screenwriter and director, conceived the micro film script, planned the shooting time, place and characters, and

coordinated the team members to cooperate with the shooting

- ✓ Led team members to use PR and other professional software to edit, add sound effects, color mixing and other work, and improved the film

Team Member, 3D Animation Production Project

04/2022

- ✓ Participated in the creation of scripts and the conception of shots, and used storyboard to show animation scripts
- ✓ Used MAYA to create character actions and expressions through frame-by-frame animation
- ✓ Responsible for post editing

Team Member, 2D Animation Production Project

02/2020

- ✓ Participated in the creation of scripts and the conception of shots, and used storyboard to show animation scripts
- ✓ Used procreate to paint people and scenes and set layers, imported them into Animate cc, and animated them frame by frame
- ✓ Responsible for post editing

ASSOCIATION

Deputy Team Leader, Technology Department, Student Summer Quality Development

06/2021-08/2021

Project Collection Platform

- ✓ Collected 200 + copies of relevant internship resumes, processed and analyzed the data by using Excel and other software
- ✓ Actively communicated with other members of the project, designed and produced a project website with 6 main pages and several sub-pages within one week, with dynamic pictures, login and other functions, which has been highly praised by students and parents
- ✓ Wrote the visual execution report and independently completed the replay video clip

Captain, Audio Visual Language Project

11/2020-01/2021

- ✓ Reasonably assigned the tasks of the five team members, formulated the project schedule, and regularly held the project progress meeting
- ✓ Conceived and directed the micro film, and planned the shooting time, place and characters
- ✓ Led the team members to edit with professional software such as Pr., the work was generally recognized by professors and students and obtained high scores

VOLUNTARY WORK

Volunteer for Standard Chartered KL Marathon

11/2019

- ✓ Assisted in managing multiple water supply points and food supply points, and kept the site clean and tidy
- ✓ Responsible for the maintenance of the site and subsequent personnel evacuation, and conducted a review after the competition, sorted out the problems that may be encountered in the marathon competition and subsequent solutions, so as to provide reference for subsequent volunteers

HONORS & AWARDS

Third-class Scholarship for Outstanding Students for twice, XMUM

02/2020, 02/2021

LANGUAGE CERTIFICATES & SKILLS

Proficient in Word, PowerPoint, Excel, PS, PR, AE, MAYA