

YUPU CHEN

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Yupu-Chen.github.io/Portfolio

EDUCATION

New York University Abu Dhabi

Abu Dhabi, UAE

B.A. in Interactive Media

Sep. 2021 – Expected Jun. 2025

- GPA: 3.9/4.0
- Coursework: Communication and Technology, Markets, Interview Methods, Augmented Gallery, Intro to CS, Performing Robots, Communication Lab

Study Abroad: New York University in Berlin, Germany.

Jan. 2023 – May 2023

PROFESSIONAL EXPERIENCES

DELUXETARGETS, China

Remote

Marketing Communications Executive Intern

Jul. 2022 – Present

- Conducted research about information and exclusive offers of partnered luxury hotels in designated destinations.
- Drafted social media contents including advertising posts, price lists, and recommendation articles for partnered luxury hotels.
- Produced ideas of better marketing strategies and client experiences in weekly meetings.
- Facilitated a total revenue of over 700,000 CNY for the company.

WeScaleVenture

Dubai, UAE

Community Building Summer Intern

May 2023 – Aug. 2023

- Proposed prelanding ideas for the WeScaleCommunity, a sales community in MEA region.
- Conducted market and company research for potential members of the community.
- Drafted marketing and communication materials for the landing of the community.
- Designed posters, websites, and other market and communication materials.

China Petroleum Engineering & Construction Corporation (CPECC)

Abu Dhabi, UAE

Contract Management Summer Intern

May 2022 – Jun. 2022

- Assisted in managing the fulfillment of the tasks with the Contractor of Iraq Majnoon Sour Gas Treatment project.
- Assisted in making and editing bidding documents and contracts.
- Assisted in data collection and compilation.
- Communicated with the Contractor, engineers, and project manager to report and solve the progress and issues of the project.

PROJECTS

Catier: Through The Lens Business Challenge

Abu Dhabi, UAE

Top 5 on campus, Team Leader

- Researched on the overall luxury market in the UAE and characteristics of Gen-Z consumers.

- Conducted quantitative and qualitative analysis of the competitors in the local market.
- Designed potential ways the brand can increase its influence among Gen-Z consumers by entering the realm of arts.
- Analyzed potential revenues and costs of the proposal through quantitative cost-benefit analysis.
- Presented the work to the local team of the brand at the final presentation.

AR: GalleryEverywhere

Berlin, Germany

Project Leader and App Developer

- Designed and developed a fully functional user-centric AR gallery curation experience with Unity and iOS ARKit, allowing individuals to curate personalized art exhibitions in their physical spaces.
- Designed and partially implemented a built-in community, facilitating sharing of user-curated exhibitions and fostering collaborative art experiences within the network.
- Adopted human-centric minimalistic design and basic interaction theories to ensure accessibility and to empower users to freely interpret and arrange artworks.
- Presented the work to curators from Humboldt Forum and other museums, galleries, and exhibitions in the city.

Online Curation: Game Matters

Abu Dhabi, UAE

Project Leader

- Researched and curated a dynamic Omeka exhibit featuring 20 items, two collections, and a central exhibit focused on Nintendo's gaming milestones.
- Leveraged CC licenses on platforms for cost-free, high-quality images and recognized the power of CC licenses in fostering a diverse and participatory digital archive community.
- Gained hands-on experience in archiving practices and curations and explored the potential for individuals to contribute to cultural narratives through participatory digital archiving.

China Gulf Forum 2022

Abu Dhabi, UAE

Member of Operation Team

Jan. 2022 – Apr. 2022

- Communicated with the university offices on the progress of Forum preparation and collected feedback to better organize the cooperation of other teams.
- Reached out to Student Interest Groups for collaborations on fringe events before the Forum and potential marketing opportunities.
- Reached out to 10+ external organizations and institutes to market the Forum and received feedback after the Forum, drawing more than 400 attendants to the Forum.

SKILLS

Language: Chinese (Native), English (Advanced), German (Intermediate)

Certificate: Associate Unity Game Developer

Other skills: Proficiency in Python, C++, C#, Microsoft Word, Excel, PowerPoint, Unity 3D, Adobe CC, Web Development