

YUPU CHEN

New York University

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EDUCATION

New York University in 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, VR Research & Application

Study Abroad:

New York University in Berlin, Germany

Jan. 2023 – May 2023

New York University in New York, USA

Jan. 2024 – May 2024

PUBLICATIONS

- Chen, Y., Zhao, Y., Singh, R., Sabbani, Y. (2024). Enhancing Meditation Through Virtual Reality: The Effect of VR On Mindfulness And Well-Being. *15th Annual Undergraduate Research Conference On Applied Computing 2024*. Zayed University.

SKILLS AND QUALIFICATIONS

- **Certificate:**
 - **Associate Unity Game Developer** – Unity Technologies, 2023
 - **Social-Behavioral-Educational Researchers** – CITI Program, ID: 66638890, 2024
- **Language:** Chinese (Native), English (Bilingual or Advanced), German (Intermediate)
- **Other skills:** Proficiency in Python, C++, C#, Swift and SwiftUI, Microsoft Word, Excel, PowerPoint, Adobe CC, Web Development

PROFESSIONAL EXPERIENCES

New York University Abu Dhabi

Abu Dhabi, UAE

Undergraduate Research Assistant

Oct. 2024 – Present

- Assisted in the implementation of a decision-making-related psychological VR research project.
- Individually implemented the VR scenes in Unity3D.
- Assisted in designing questionnaires and relevant measurements.
- Assisted in data collection and cleaning.

DELUXETARGETS, China

Remote

Marketing & Communications Intern

Jul. 2022 – Jun. 2024

- 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 and received recognition from the brand.

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.

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.