

# Chang ZHOU

**Personal Website:** <https://zhouchangspace.github.io/>

## Personal

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## Education

- Aug 2014 - **MA, Nanjing University**, School of Journalism & Communication, Nanjing, China  
Jun 2017 Major in Communication, Supervisor: Congyao HAN  
Thesis: The Construction of Image of Teenagers and Children: Based on the Study of Pictures in China Pictorial During the Great Leap Forward Period  
Sept 2010 - **Bachelor of Law, Nanjing University**, Law School, Nanjing, China  
Jul 2014 Major in Law, GPA: 4.35/5.00, Ranking: 6/114  
Related Courses (Advertising): Advertising Psychology, Marketing, Consumer Behavior Theory, etc.

## Research Interests

Computational Methodology, Online Community, Social Networks, Political Communication, Human-Computer Interaction

## Research Experiences

- Sept 2014 - **Nanjing University**, Postgraduate Researcher  
Jul 2017 Projects focused on visual communication, applying the semiotic and linguistic methodology.  
\* Research on Jao Tsung-i: Applied semiotics framework to learn how Jao Tsung-i had influenced the cultures of Southeastern China as a cultural symbol, work accepted at Jao Tsung-i Academic Conference held by Hong Kong University.  
\* Research on the modern history of Chinese image journalism (1919 - 1949): Proofread and edited essays on image journalism in modern China.  
\* Master's thesis: Studied how China Pictorial constructed the image of teenagers and children in the period of the Great Leap Forward, applying grammar of visual design analysis to classify and delimit the image characteristics of young people.  
Apr 2015 - **Nanjing University, Global think tank project**, Research Assistant  
Apr 2016 \* Summarized the history, development, features, and successful experience of the development of representative national think tanks of Asian countries, and co-authored the 'Asian Think Tank' chapter of the book 'GLOBAL THINK TANK INDEX'.

## Working Experiences

- Dec 2020 - **ByteDance, Product Manager**, Beijing, China  
May 2022 Worked on data platforms for the Data Department serving China and global Content moderation departments, focusing on product planning and designing.  
\* Schemed and implemented a cross-platform system for real-time monitor and alarm based on ES data query, which helped businesses form a close loop for data use.  
\* Designed and improved the business intelligence (BI) platform for internal clients, including visual query, dashboard, data set, and other modules.  
April 2019 - **XIAOMI, Product Manager**, Beijing, China  
Nov 2020 Worked for the Internet Department, focusing on data management and analysis.  
\* Analyzed users' behavior towards content feeds using models like RFM; stratified the users and offered strategic solutions that improved core metrics of the business, including DAU, duration (doubled), and retention of New Home (a collective content-feeding app).  
\* Designed interventional strategies to improve the quality of content and users' preference for the community of the app.  
\* built the core metric system for the business, and collaborated with the R&D team to construct the business data warehouse.

- \* Designed and implemented buried points of business data for recommendation algorithms and data warehouse.
- Sept 2017- **China International Electronic Commerce Center (CIECC), Editor**, Beijing, China
- Oct 2018 Worked for the Public Service Department, focusing on intellectual property news and law.
  - \* Summarized intellectual property legal systems of various countries and compiled these legal norms.
  - \* Collected valuable news on intellectual property and Updated the website of Intellectual Property Protection.
- Apr 2017 - **Shizhi TV, Operator & Editor intern**, Beijing, China
- Sept 2017 Worked for History & Politics Group, focusing on content production and management.
  - \* Published popular science articles, gaining 100000+ views and 50+ new followers for the channel. [Example \(in Chinese\)](#)
  - \* managed and operated the history & politics channel and participated in topic selection discussions.
- Dec 2016 - **Baidu, Product Manager intern**, Beijing, China
- Feb 2017 Worked for the Department of Content Ecology, focusing on content feeds recommendation strategy.
  - \* Created a four-dimensional standard to evaluate the results of NLP under different algorithms for the chatbot of Baidu News (a news app).
  - \* Designed an A/B test plan in to verify if users near cinemas (geographical factor) or having bought movie tickets recently (timing factor) had a higher preference for content on movie topics.
- Dec 2013 - **McCann Worldgroups, Strategy intern**, Shanghai, China
- May 2014 Worked for the Chevrolet Group, focusing on branding strategy.
  - \* Conducted and presented a report on the Chinese young generation independently.
  - \* Collected and summarized creative advertising and campaign cases, and conducted competitive product surveys.

## Honors and Awards

- 2017 **Huang Jianliang Fellowship**, Nanjing University (top 5% of graduates at Nanjing University)
- 2013 **National Scholarship**, Ministry of Education of China (**highest** scholarship for Chinese undergraduates)
- 2013 **Outstanding Undergraduate**, Nanjing University (**highest** honor at Nanjing University)
- 2012 Renmin Scholarship 2nd Prize, Nanjing University
- 2011 Renmin Scholarship 2nd Prize, Nanjing University

## Activities

- Mar 2015 - **Office of International Cooperation and Exchanges, Assistant**, Nanjing University
- Dec 2015 The office was responsible for all the services related to international communication at Nanjing University.
  - \* Managed and published administrative notices, such as exchange program news.
  - \* Organized receptions for professors and students from foreign institutions.
- Jul 2014 **College Students' Microfilm Training Camp, Organizer**, Nanjing University
 

The camp was organized for students from the mainland, Hong Kong, and Macau China to learn how to film and produce their microfilms through teamwork.

  - \* Planned the event, and organized receptions for guests and students.
  - \* Wrote the script and produced a romantic microfilm with teammates, which won the first place in the competition.

## Publications

- Zhou, Chang, and Yuan Zhang. "Asian Think Tank: Development and Cooperation." *Global Think Tank Index*, edited by Junfei Du et al., 2018th ed., Jiangsu People's Publishing House, Nanjing, Jiangsu, 2018, pp. 219–288. (in Chinese)
- Zhou, Chang. "International Conference in Honor of Prof. Jao Tsung-i's 100th Birthday." Jao Tsung-i Petite Ecole The Hong Kong University, *Research on Jao Tsung-i's Cultural Semiotics Communication*, 2015, pp. 227–233. (in Chinese)

## Skills and Certificates

- Statistical/Programming:** SQL, Python, SPSS, Hugo
- Software:** Photoshop, Sketch, Principle, Final Cut Pro, Flinto ([Portfolio](#))
- Certificate:** Legal Professional Qualification Certificate of P. R. China