

HTML5&CSS | JavaScript | Node.js | React | C | Figma | Python | Adobe Suites | MS Office

Education

Bachelor of Arts in Advertising, Huaqiao University

Major in statistics, advertising-planning, and communication
Cumulative Grade: 4.5/5

2016.9 - 2020.7

Master of Digital Media, UBC & SFU & Emily Carr & BCIT

Major in front-end design and development, user experience design

2021.9 - 2024.2

Internships& Project Experience

Roz Fashion Innovation Centre | Web Content Optimizer

Vancouver/ October 2023 - present

RozFIC is an online apparel course platform that instructs CLO 3D.

- Employ basic programming for deeper issues and keep the site up-to-date and user-friendly.
- Regularly review and debug WordPress content, using tools like Photoshop, HTML, and CSS to enhance performance and visuals.
- Ensure all web elements adhere to consistent branding, formatting, and style guidelines for a cohesive and effective user experience.

Justice Institute of British Columbia | Front-end Developer & Video Editor

Vancouver/ May 2023 - December 2023

- Created a progressive web application (PWA) that utilizes Javascript rule-based and OpenAI API integration, to guide the user through the 5 stages of conflict resolution as defined in JIBC's course content. ([Demo Link](#))
- Implemented Tailwind CSS and React JS framework for enhanced responsiveness based on a professional user interface indesign.
- Created three videos for the team and used AE to create a product trailer which showcases the ideal design.

Providence Health | Content Creator

Vancouver/ January 2023 - April 2023

- Conducted competitor and PESTEL research to understand the potential positioning in the market and the external force around wound care identifying applications. Assisted in user research and testing to prioritize our product features and tasks.
- Scripted and delivered the 1-minute trailer professionally and creatively.
- Was responsible for a 67-page report on research findings in collaboration with stakeholders and teammates.

Mosaic (North American advertising agency) | Brand Ambassador

Vancouver/ September 2022 -December 2023

- Promoted the Rogers and Fido brand in a fun and creative way both in off-line store and in campus.
- Intercepted and engaged with potential consumers to deliver key messaging of Back To School and other seasonal discounts.
- Maintained customer relationships on behalf of the Rogers' brands.

ACM SIGGRAPH 2022 (International conference of graphics and HCI) | In-person Student Volunteer

Vancouver / August 2022

- Understood and applied SV's value into all aspects of volunteer work at SIGGRAPH.
- Collected users' feedback and communicated with technical specialists.
- Trained 2 new volunteers at VR Theatre, helping them develop a strong commitment and basic IT skills to VR service.

JD.com, Inc. (China's biggest online retailing company) | Brand Strategy Intern

Beijing / May 2022 - August 2022

- Supervised an onsite filming and helped it release on China Central Television on June 16th, giving it over 13 million media exposure.
- Liaised with internal and external partners to create Store Identity and Visual Identity plans for dealers and consumers.
- Came up with brand upgrading strategies, and reported media performance on different channels weekly.