CHENAN (ANNIE) LYU

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EDUCATION

Boston University, College of Communications, Boston, Massachusetts   Sept 2024–Present
Master of Science in Marketing Communication Research
GPA: 3.93/4.0

Coursework:	Advanced Communication Research, Psychology of Emerging Media, Design and Interactive Experience	
Activities:	Teaching Assistant	Sept 2024–Dec 2024
	Research Assistant	Sept 2025–Present

Fudan University, School of Journalism, Shanghai   Sept 2020–Jun 2024
Bachelor of Arts in Journalism

GPA: 3.45/4.0	Ranking: 15/58	
Coursework:	Data Analysis and Visualization, Information and Interaction Design, Audience Analysis, Applied Statistics	
Honors:	Scholarship for Outstanding Student	Dec 2022 & Oct 2023
	Third Prize of the 8th China Data Journalism Competition	Dec 2023
Activities:	Head of the New Media Department of *Fudan Youth*	Jan 2022–Jan 2023

PROFESSIONAL EXPERIENCE

Heatwise Citizen Science App   **Boston, MA**
UX Designer   Jan 2025– May 2025
- Aimed to create an engaging and accessible digital learning tool to help high school students in Boston Public Schools to learn about environmental science topics by collecting and analyzing data based on Miyawaki Method.
- Carried out user research with teachers and students from Boston Public School to understand their pain points in teaching and learning science, and to understand their accessibility needs.
- Developed prototypes in Figma to implement student management system, data collection hub, and progress trackers.
- Carried out usability tests to refine visual consistency, navigability, and call-for-action cues.

Shanghai United Media Group   **Shanghai, China**
Data Analysis Intern, Data Journalism Department   Mar 2024–Jun 2024
- Assisted with data analysis using R, SPSS, and Python to derive findings addressing public concerns, integrating data findings into engaging infographics on topics ranging from AI-generated avatars to social expectations of marriage.
- Contributed to seven articles, two of which were independently written, with one trending on Weibo with 1.9 million clicks.

Interpublic Group   **Shanghai, China**
Public Relationship Intern, Healthcare Team   Aug 2023–Jan 2024
- Monitored and analyzed a diverse portfolio of 50+ competitors in the healthcare industry and provided weekly insights into emerging social media trends, which informed decision-making processes.
- Engaged in preliminary research, collaboration with KOLs, copywriting, and analysis to evaluate the effectiveness of multiple social media campaigns; notably, a single campaign exceeded over 130,000 views on Weibo and WeChat.

RESEARCH & PROJECTS

Off to the Shanghai Museum! A Child-Friendly Museum Guide   Aug 2024–Jan 2024
Product Manager & UX Designer
Project Description: Aimed to create an engaging experience to make the Shanghai Museum more enjoyable to children.
- Carried out 14 interviews with parents and their children, evaluated six museum projects that are child-friendly, and visited two museums in person to conclude that the guiding system must be visually appealing, touchable, and interactive.
- Developed prototypes in Figma to implement core application functions; suggested future updates based on usability tests.

China Data Journalism Competition   Mar 2023–Sept 2023
Data Analyst & Graphic Designer
Project Description: Profiled career challenges of "ghost workers" within the AI industry amid evolution of data training models.
- Employed Excel, Python, and R for data cleaning and analysis sourced from recruiting websites and social media, uncovering challenges and future prospects of this emerging yet essential career.
- Utilized data visualization tools such as Flourish and Adobe Illustrator to create eight informative infographics.

Social Research Project: "Recording China"   Jul 2023–Oct 2023
Core Researcher & Journalist
Project Description: Conducted fieldwork in China's most populous province to explore urbanization strategies and foreign trade preservation efforts.
- Visited urban villages and factories in Guangzhou and Chaozhou, conducted interviews with more than 20 residents, and generated two research reports about urbanization strategies and foreign trade preservation efforts.
- Published three feature articles in newspapers affiliated to the Shanghai United Media Group, and republished by prominent public affairs platforms.

ADDITIONAL INFORMATION

Languages:	Mandarin (native), English (Advanced)
Skills:	**Design:** Adobe Suite (Photoshop, Lightroom, Illustrator, InDesign), Figma, HTML, CSS, JavaScript
	Data Analysis: SPSS, Python, R