

Catherine Z Ward

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Creative technologist, photographer, writer & music professional with experience in immersive media, content strategy, & product development. Passionate about global storytelling, cross-cultural communication, and interactive design projects.

Education

New York University | 3.9 GPA Tisch School of the Arts, Clive Davis Institute, Class of Dec. 2025

- Major: Recorded Music (Audio Engineering Concentration)
 - Minors: Interactive Media & Business (NYU Shanghai)
 - Member: STEBA, International AES, NYUSH Women at Work
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Skills

Intermediate Mandarin Chinese, Autodesk Fusion 360, Canva, CapCut, Adobe Creative Cloud, CapCut, Microsoft Office, p5.js, Arduino IDE, Pro Tools, Logic Pro X, Final Cut Pro, Professional Photography & DJI Drone Videography

Entertainment, Production Design, & Technical Experience

Digital Strategy & Social Media Intern - YAMI Club Remote (09/2025 - present)

- Assisted in developing & implementing digital marketing campaigns across social platforms to increase artist visibility
- Conducted research on current music trends, audience behavior, & competitive digital strategies to inform campaigns

Marketing & PR Intern - Missing Piece Group New York, NY (09/2025 - present)

- Executed publicity campaigns for artists, coordinated press outreach, and drafted pitches for media outlets
- Researched industry trends, target audiences, and editorial opportunities to inform marketing and publicity strategies

Resident Assistant - NYUSH & NYU Shanghai, China & Brooklyn, NY (08/2024 - present)

- Organized events, excursions, & educational programs for hundreds of students in a diverse community
- Mediated disputes between residents and advised students on academic, cultural, social, and personal questions
- Created promotional materials and internal messaging for programming and crisis communications

Travel Writer, Photographer, & Editor - Baedeker Magazine & Freelance Worldwide (Fall 2022 - present)

- Published written & photographic features from travels across Pakistan, China, & over 40 countries worldwide
- Conducted in-depth cultural research and interviews to craft stories exploring cross-cultural connection
- Currently writing The Nomadic In-Between, a book examining effects of travel & cultural immersion on kids & teens

Studio Engineer Assistant - JZ Music Shanghai, China (01/2025 - 05/2025)

- Recorded, mixed, and mastered for professional musicians and music students in Shanghai
- Facilitated communication across English and Chinese during multilingual recording sessions

Recording Engineer - Clive Davis Institute New York, NY (08/2022 - 08/2024)

- Recorded, engineered, & mixed 7 albums and dozens film scores, songs, and EPs in multi-format recording studios
- Assisted in set up & recording process of studio sessions with Grammy award-winning producers & engineers
- Console experience: SSL 9000K, Neve 5088, 8078 (Oscilloscope), M32, API Legacy AXS, StudioLive 32, & more

Vice President of Events - NYU Housing New York, NY (04/2023 - 05/2024)

- Planned & executed events for over 12,000 students at NYU; assisted by a team of 15 people
- Facilitated communications, budget, ticket sales, schedule, venue relations, and staffing for NYU's Moonlight Gala

Director - Ultraviolet Live Competition New York, NY (01/2023 - 04/2024)

- Oversaw end-to-end event logistical operations and quick problem-solving for university-wide talent competition
- Led talent booking and managed celebrity judge outreach, coordinating appearances and negotiating compensation
- Launched targeted marketing campaigns and strategies to boost attendance & audience engagement

Live Concert Engineer - Rocky Mountain Sound, Light, & Video Winter Park, CO (summer 2022 & 2023)

- Optimized stage setup & signal flow, coordinating with teams to ensure seamless production for audiences of ~5,000
- Communicated with artists and their respective teams to ensure quality sound, video, and artist/audience experiences

Artist Relations Intern - GigFinesse New York, NY (01/2023 - 05/2023)

- Live venue coordinator, pairing NYC-based artists with local venues in lower Manhattan
- Streamlined ticket sales algorithm and organized back-end data from company's financial transactions