

EXPERIENCE

Social Media & Events Worklearn / UBC Chinese Language Program

AUG 2022 - PRESENT / Part-time, Vancouver

- Coordinator and main lead of Moon Festival event, impacting 600+ students and instructors through distributing mooncakes and engaging Chinese learners in educational games and activities
- Designed printed materials, implemented webpage, and assisted with set up for annual BC Chinese Bridge Singing Contest, attracting ~200 audience members and esteemed guests such as the Consul General of China in Vancouver
- Plan and host meetings, draft event proposals, prepare materials, and coordinate with teams of 4 to 8 people
- Post content to official Instagram and respond to comments and DMs
- Plan, design graphics, and draft captions for Instagram campaign, aligning with brand identity and reaching 3400+ accounts

Media Assistant / Diderot Cultural Lab

JUNE 2022 - AUG 2022 / Internship, Shanghai

- Completely redesigned and independently implemented the company's official bilingual website, resulting in user-friendly, aesthetically pleasing, and comprehensive interfaces
- Translated materials on the website from Chinese to English and vice versa
- Designed promotional and printed materials, helped set up, and took photos during the curation of an educational exhibition for children, attracting thousands of guests

Marketing Intern / Half-Halt (Shanghai) Sports Development Ltd.

JULY 2020 - SEPT 2020 / Internship, Shanghai

- Independently wrote and designed Chinese articles with hundreds of views
- Took photos during events for the company to use in advertising materials
- Translated an English textbook into Chinese and organized the information into a PPT for use in training sessions

VP of Visual Marketing / UBC.LIVE

SEPT 2021 - PRESENT / Volunteer, Vancouver

- Co-founder of a growing WeChat official account with over 1000 followers
- Head of 6-member visual department, with duties including assigning roles, coordinating with other departments, and conducting base meetings
- Recruited new members for the visual department & conducted training
- Create article covers, design layouts, and provide photography for over 30 original articles
- Designed posters to promote freshmen orientation event, attracting ~70 participants

Photographer / UBC Photographic Society

SEPT 2021 - PRESENT / Volunteer, Vancouver

- Works exhibited in 3 of the club's photography galleries
- 9 original photographs are published in annual photography magazine Rawfiles

EDUCATION

UNIVERSITY OF BRITISH COLUMBIA

2021 - 2025 (current 3rd year standing)

Bachelor of Media Studies +
Master of Management

CalArts UI / UX Design Specialization

JUNE 2022 - JULY 2022

4 online courses on UI, UX, and web
design methodologies

SKILLS

Graphic Design
Social Media
Digital Marketing
Translation (Chinese, English)
Photography
UI/UX Design
Wireframing & Prototyping
User Research

TOOLS

Figma
Illustrator
Photoshop
Premiere Pro
Lightroom
Canva
HTML & CSS

AWARDS

TREK Excellence Scholarship
for Continuing Students
SEPT 2022

Dean's List
SEPT 2021 - APR 2022

Academic Achievement Scholarship
JUNE 2018, JUNE 2020

AP Scholar with Honor
MAY 2020

FBLA China Social Project 2.0
- Superior Award
OCT 2019