

CASPAR W. ZIALOR

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About Me

British native speaker, studying an M.A. in New Media Studies at Shanghai Jiao Tong University. Seeking to leverage my Research, Media Management and Content Production skills to develop practical experience. An aspiring UX Researcher, aiming to secure full-time work experience from when my classes are completed in February 2025 until my visa expires in March 2026.

Experience

Project Manager at InnovativeLanguage.com

Tokyo, Japan | July 2019 to September 2023

- Created low-fidelity video prototypes for focus groups.
- Published high-fidelity video prototypes to gather viewer insights.
 - Improved viewer retention through optimisation of video introductions.
- Managed relationships and technical documentation for various project stakeholders including design briefs, spreadsheets, and correspondences.
- Evaluated production workflow to improve video team productivity.
 - Developed video series templates using Premiere Pro and After Effects.
 - Automated repetitive tasks using JavaScript, Shell and CSVs.
- Supervised video shoots and set-up studio equipment.

Media Content Manager at VideoSolutions

Tokyo, Japan | May 2019 to September 2019

- Managed social media channels for luxury French brands.
 - Structured content schedule across HootSuite and Meta Business Suite.
 - Wrote descriptive metadata and hashtags for social media channels.
- Developed websites using HTML, CSS and JavaScript.
- Shot off-site and edited videos for corporate events.

Business Development Manager at deVere Group

Tokyo, Japan | July 2018 to April 2019

- Researched potential clientes to generate leads.
- Managed database of potential clients' contact details.
- Recruited clients through cold calls, mail campaigns and social media.

On-screen Talent (Freelance) at the Global Times

Beijing, China | September 2016 to July 2017

- Conducted guerrilla interviews in off-site shoots.
- Voiced and presented China video blogs for The People's Daily and The Global Times.

Project Officer (Part-Time) at Regent's Centre for Transnational Studies

London, England | October 2015 to March 2016

- Conducted in-depth interviews with the British-Chinese community.
- Transcribed and edited interview recordings.
- Published articles to raise Ming-Ai (London) Institute's profile.

Conference Presentations

"Queer Subculture in China," *National Communications Association 110th Annual Convention*. New Orleans, USA, November 2024 (Pending).

- Wrote manuscript for a netnographic study of Chinese media.
- Used web scraping to collect data and coded data using word frequency analysis.

Education

Shanghai Jiao Tong University

M.A. New Media Studies

2023 – 2026

University of Nottingham

B.Sc. Hons. in Biotechnology

2012 – 2015

University of Westminster

Fnd.Cert. in Molecular Biology and Genetics

2010 – 2012

Skills

Graphic Design

- Figma
- PhotoShop
- PowerPoint
- Typesetting
- Canva

Methods

- Fieldnotes
- Interviews
- Focus groups
- Thematic coding
- Photovoice
- Transcription

Web Development

- JavaScript, HTML, CSS
- Search Engine Optimisation

Certifications

Digital Skills: User Experience

futurelearn.com | Accenture
June 2024

The Web Developer Bootcamp 2021

udemy.com
August 2021

Volunteer Work

Social Media Consultant

Alumni Talent Alliance, Remote
2024 – Present