

# EVAN BIRD

[edb394@nyu.edu](mailto:edb394@nyu.edu) | [evanbird.design](http://evanbird.design)  
[+86 1316 703 5707](tel:+8613167035707) / [+1 214 763 2370](tel:+12147632370)

## EDUCATION

- New York University** | New York, NY and Shanghai, China May 2022  
Bachelor of Arts in Interactive Media and Business  
• Recognition: NYU Merit Scholarship
- Cistercian Preparatory School** | Irving, TX May 2018  
• Recognition: 2017 National Hispanic Scholar (NHRP)

## PROFESSIONAL EXPERIENCE

### WildChina

- Marketing Intern — Education Team** | Shanghai, China Nov 2020-Feb 2021
- Designing marketing graphics for online and social platforms
  - Helping to manage, design, and update the WildChina Education website
  - Establishing and carrying out user experience and interface optimization for promotional and web material by ideating possibilities and testing prototype designs

### Alibaba Group

- Global eCommerce Talent Network Digital Marketing Trainee** | Hangzhou, China (Remote) Aug-Nov 2020
- Learning Alibaba's marketing standards and approach to customer-centric marketing and market research
  - Designing distinct marketing graphic and video material
  - Using design thinking to design and strategize for distinct customer journeys, alongside created consumer personas

### Elite Appliance

- Data Management and Social Media Marketing Intern** | Dallas, TX Jan 2019, Jan 2020
- Managing professional social media accounts, following social media marketing trends, using creative skills to drive engagement
  - Launching new products to company website, using design resources to face competitors
  - Adding pre-release products to internal database, using analysis and data skills to complete under pressure, track statistics

## LEADERSHIP + INVOLVEMENT

- Intl. Symposium on Mixed and Augmented Reality Volunteer** | Recife, Brazil (Remote) Oct-Nov 2020
- Attending sessions and providing technical support to the presenters and attendees involved in IEEE's VR/XR conference
- Thespians Society Asst. Marketing Manager** | Shanghai, China 2018-2019
- Using marketing skills + design software to promote/educate student body through media
- Literary-Art Magazine (Reflections) Co-editor-in-chief** | Irving, TX 2017-2018
- Designing graphics/spreads and editing inclusions for CSPA Silver Crown-winning magazine

## SKILLS

**Technical Skills:** Google Trends; HTML, CSS, JavaScript; Adobe CC Suite; Sketch; Figma  
**Languages:** Native English, Intermediate Spanish, Intermediate Mandarin