

# Qijing Zhang

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## **EDUCATION BACKGROUND**

New York University	Integrated Digital Media	01/2013 – 01/2015
Communication University of China	TV & Video Broadcast Engineering	09/2006 – 06/2010

## **ACADEMIC EXPERIENCE**

### **Research Activities & Interests**

At NYU, I started researching Web-based interactive digital media scenarios and focused on data performance and interactivity. After a few years of working as a product manager, I returned to school as a lecturer to keep working on my research on Interactive multimedia. Based on my previous experience, the new study focus on Improving User Interaction Experience based on User Analysis and Data Analysis. I also work on new media education in pre-school teachers' training.

### **Assistant Professor – Guiyang Preschool Education College**

#### **Achievements and Honors**

- Tutored students won the second prize of the mobile application development competition in the "2022 Guizhou Vocational College Skills Competition";
- Tutored students won the second prize of the start-up competition in the "Web 2.0 College Students Start-Up Competition";
- Conducted study on Web-based Interaction Design;
- Municipal Outstanding Teacher.

#### **Publication**

- Qijing Zhang, *A Research of Web-based Interactive VR Design: 3D Panoramic View of the Campus in Campus Culture Constructing*, New Education, Aug, 2022:34-36.

#### **Management & Teaching Responsibilities**

- Teaching - Interactive Design, Web Design, Web-based Data Visualization, Data Structure and Algorithm, HTTP Protocol;

- Founder of GPEC Media Lab;
- Academic duty include: Academic Administration, curriculum arrangement, and teaching research.

## **Masters student at New York University**

### **Paper**

- Qijing Zhang, *Pop Bike: A Study of Web-based Implementation of Data Visualization*, NYU Library.

### **Academic Activities**

- Research Assistant position on Data Analysis

**Supervisor Review:** <https://brianmacmillan.com/content/student-work/student-thesis-pop-bike/>

## **WORK EXPERIENCE**

**Product Manager - Wangsu Technical Corp.** 10/2016 - 01/2019

**Xiamen, China**

- Product planning – Delivered product functions and prioritized the new feature, wrote PRD after marketing and competitive analysis, added extra requirements during release, drew work process flows and communicated with developers by meetings and Jira;
- Product Brand Building - marketed new features with sales team and customized industry product solutions;
- Customer Support - Collected feedback from customers.

### **Selected program experience**

- *Automatic platform Building in 3 months:*
  - Did Research, established requirements and drew process work flows;
  - Completed common components, like service starting, product accounting and billing, docking by interfaces;
  - Designed 30+ webpages of product management platform;
  - Wrote product white paper and customer use documents.
- *APPA link research, prioritizing analysis in 1 month:*
  - Made test method and completed resource requirement planning, approval and purchasing;
  - Coordinated resource team, APPA program team, operation, maintenance, and monitor platform, pull everyone work in the same time;
  - Finished test report which showed advantages and disadvantages, pointed out resources APPA should supply.

**Program Manager -Platinum Maintenance Services Corp.** 08/2015 – 09/2016

**New York, NY**

- Event planning - at least 5 events up to 500 audiences per year, and Fundraising meeting;
- Fundraising – applied grants from New York City, State, and Federal government, Funding from Confucius Institute of Pace University, China General Chamber of Commerce - U.S.A and other funds from different organizations at least \$40,000 per year;
- Marketing strategies making - Developed Digital Marketing strategies to increase Email open rate from 19% to 24% prepared press releases, company reports, updating websites and online publications took responsibility to design and develop website, update webpages by using html, CSS, Photoshop.

**Digital Marketer – CareerTu** 07/2015 – 09/2016

**New York, NY**

- Organized “HaiGuiYue” event for Chinese international students and held Uber, Huawei, New oriental School, and Innotree online recruitment events successfully;
- Created product landing page and improved web design and development;
- Executed social media marketing, such as Weibo, LinkedIn, WeChat, and Email Marketing;
- Increased web traffic, including Click-Through Rate (CTR) and Conversion Rate by SEO strategies, like creating keywords for 4000+pages.excurting competitor analysis and create customer behavior and social media reports by Google Analytics.

**Physics teacher – New Oriental School** 07/2010 -01/2013

**Nanjing, China**

- Physics teaching – taught physics part of SAT and AP;
- Customized study plans and organized teaching research.