Yongyan Pan

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1119 ROOM,B BLOCK, I-FENG MANSION, TO KWA WAN ROAD, KOWLOON CITY DISTRICT

# EDUCATION

## Hong Kong Baptist University (HKBU) – Hong Kong, China 09.2023 - 07.2024

*Master of Science (MSc) in AI and Digital Media*

* GPA：3.53 / 4.0
* Core Modules: Data visualization / Data Analysis / Machine Learning / Digital Marketing

## Xiamen University Malaysia (XMUM) – Selangor, Malaysia 02.2019 - 02.2023

*Bachelor of Engineering (BE) in Digital Media Technology*

* GPA：3.2 / 4.0
* Core Modules: Non-linear Editing / Film Producing / After Effect / 3D Modelling / Game development / Game design / Animation

# WORKING EXPERIENCE

## Beijing Perfect Knowledge Technology Co., Ltd. – Beijing, China (Remote) 08.2023 - Present

*Freelance Video Producer*

*For the Knowledge Ladder project（an online AI educational Application）*

* Using creative software to independently produce 21 educational videos and 2 promotional videos based on provided video scripts
* Communicated effectively with subject experts from various disciplines to align requirements, gather feedback for improvement, and ensure the accuracy of video content
* Reviewed and enhanced 2 existing videos to increase visual richness and engagement
* Summarized and documented production and delivery one articulate standards for educational videos, serving as guidelines for training new video producers

## Xiamen WOOBEST Interactive Network Technology Co., Ltd. – Fujian, China 08.2022 - 06.2023

*Advertising Video Design Intern (5 months)*

For Heroes of Crown (Game) & Contract of Fate (Game)

* Collaborate closely with the advertising team and creative team, align video script requirements, producing 15+ videos for media advertising.
* rack ADs data, analyze it, gather improvement suggestions, and provide video iteration solutions. The highest video game advertisement ever produced was around 10% CTR and 3% CVR.
* Analyze competitors' ADs, independently write 10+ creative video scripts, finally produce 3 of them.
* Research AI drawing tools such as Stable Diffusion and Midjourney, and apply 3 pieces of outcomes to video production and graphic design to improve efficiency.

*Game footage Intern (5 months)*

* Maintain close communication with various teams in the marketing department to clarify material requirements. Utilize Unity and Adobe Effects to record or create 600+ game-related footages, including but not limited to 300+ combat videos, 300+ effects materials, and 20+ live2D animations for game characters.
* Responsible for coordinating the deadline of new version footage requirements from Marketing Department and the update time of new version from R&D Department to ensure the timely supply of new version footage.
* Collaborate closely with the R&D department to test game recording branches, and assist developers in implementing 5+ Unity recording tools.
* Establish a game footage library to increase their universality, and reduce redundant and ineffective work.
* Draft the game footage recording process (Unity side) as one articulate standards to guide the training of new material interns.

# ADDITIONAL INFORMATION

**Language**

* Mandarin (native), English (fluent: IELTS 7), Japanese (Limited)

**Skills**

* Proficient in the Adobe suite (PS, PR, AE, Ai) and other video editing software (JianYingPro)
* Proficient in the generative AI tools (ChatGPT, Midjourney, Stable Diffusion, Sora, Runway)
* Proficient in Microsoft Office Suite
* Mastered in 3D modeling software (Blender, Maya, 3dsMax)
* Mastered in Programming languages (Python, C++), Data Analysis, Data Visualization, Data Mining
* Mastered in Unity Engine