

# Zixuan Wang

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## Education

### Beijing Normal University

Sep. 2010-Jul. 2014

**Major:** Digital Media, School of Art and Communication, **GPA:** 3.5/4.0

**Core Courses:** Multimedia Technology and Webpage Design, Video-Making Practice, New Media Design, Animation Skills, Media Communication (Bilingual), Digital Visual Effects, Studies on Online Game

**Honor:** 3<sup>rd</sup> prize Academic Scholarship 2010-2011, 2011-2012 academic year

### University of Washington

Sep. 2014-Mar. 2016

**Major:** Digital Communication (Master of Communication in Digital Media), School of Communication, **GPA:** N/A

**Core Courses:** The Future of Marketing, Communication through Digital Media & Networks, Advanced User Research and UX Strategies

## Publication

*A study on the effects and advantages of internet-based direct marketing*

Arts Life, 11.2012

*A study on the online marketing of Homestay*

Shen zhou, 10.2012

*A study on the application of membership and database in advertising communication*

Youth and Society, 08.2012

*A study on the effects of products placement advertising*

Chinese Times, 07.2012

## Related Experience

### Vice Director, Time Difference

Oct.2012

- Win the most potential team of Huairou International Mini-Movie Festival

### Vice Director, Ink Face

May 2012

- Win the best experimental short movie of Shanghai Students TV Festival
- Win the 3<sup>rd</sup> Prize in experimental movie unit of Beijing College Students Film Festival
- Present on New Media Week between college students from Mainland China and Taiwan and its Youth Mini-Movie Exhibition

### The National Mobile Phone Photographic Competition

Mar. 2011

- *The mountain and people* win 2<sup>nd</sup> prize
- *The Blood Donation Station* win 3<sup>rd</sup> prize

### Intern, Front Porch Beijing, Inc., Beijing

Dec. 2012-Feb. 2013

- Assist with the daily maintenance of the website and answer to routine inquiries
- Improve the appearance and function of the homepage of website: OK118.cn

### Intern, Siwei Worldview Technology (Beijing) Co. Ltd., Beijing

May. 2014-Aug. 2014

- Assist with the development of website design and UX research of Golf Channel

### Researcher, National College Innovation and Entrepreneurship Project

Mar. 2013-Present

- Conduct a study on the sounds, vision and communication strategies in automobile advertising, taking the campaign of Geely Emgrand as an example and finished a paper

## Leadership & Activity

### Sports Department Leader, School of Art and Communication, BNU

Sep. 2011-Jul. 2012

- In charge of organizing diverse sports activities and matches on campus

### Team Leader,

Tudou Image School held by Tudou.com

Lectures of Cosmic Master held by Tencent.com

Dec. 2011

- In charge of the promotion on campus media outlets and the production of the recording videos about guest's speeches

## Skills & Qualification

**Digital Imaging Software:** Photoshop, Illustrator, In Design

**Video Editing Software:** Final Cut Pro, Sony Vegas, After Effects, Combustion

**Website Design Software:** Dreamweaver, Flash, Eclipse

**Office and Multimedia Suites:** Microsoft Office

**Programming Languages:** HTML, CSS, JavaScript

**3D modeling Software:** 3dmax, Maya

**Wireframe and Prototyping:** Paper Sketching, Axure, Proto.io