

YIFAN CAO

852-98152245 ycaoaw@connect.ust.hk
HKUST, Clear Water Bay, Kowloon, Hong Kong, China

RESEARCH INTEREST

Data Visualization:

- Data art for Digital Humanities
- Visual Analytics (VA) for blockchain data (NFT)

Human Computer Interaction (HCI):

- Social computing
- AR applications for intangible cultural heritage protection

EDUCATION

Zhejiang University (ZJU)

09/2013-06/2017

School of Humanities, School of Chinese Language and Literature/Chu Kochen Honors College

B.A. in Chinese Language and Literature

GPA: 3.97 /4.0

Honors: The Third-class Scholarship in 2014 & the First-class Scholarship in 2015

Duke University

07/2016-08/2016

Course: Linguistic and Media

GPA: 4.0/4.0

Chinese University of Hong Kong (CUHK)

08/2017-11/2018

Faculty of Social Science, School of Journalism and Communication

M.A. in Globalization and Communication

GPA: 3.30/4.0

Hong Kong University of Science and Technology (HKUST)

09/2020-

Individualized Interdisciplinary Program (Computational Media and Arts)

Ph.D. candidate

RESEARCH & PAPERS

Cao, Y. (2016, May). The Transmission Mechanism of Beauty Cognition: a Study on the Relation Between the Shaping of Symbols and the Cultural Hegemony from the Perspective of Aesthetic Distinctions, Journal of News Research, Vol 7, ISSN1674- 8883, CN50-1205/G2

Cao, Y. (2016, June). Formulation and Accumulation of Chinese Ancient Poems: taking Chant of White Hair as An Example, Journal of Language and Literature Studies, ISSN1672-8610, CN: 15-1064/H, Inner Mongolia Normal University

Wang, Y., Wang, Y., Cao, Y., Qu, H., Tang, J., & Wu, Y. (2021, October). Explore Mindfulness Without Deflection: A Data Art Based On The Book Of Songs. In 2021 IEEE VIS Arts Program (VISAP) (pp. 73-84). IEEE.

WORK EXPERIENCE

Tencent (0700 HK Equity) Content Operation-Level_2-1 Internet Portal Department 08/2018-10/2019

- **Media operation:**
 1. WeChat Official Account "Quanmeipai": topic selection meeting host, manuscript review and edit, public opinion monitor
 2. Tencent News APP media channel: content monitor and audit
 3. "Top View" applet: information operation, UGC content review; from 0 to 1 to build "Top View" WeChat Official Account
 4. Interview Harry Edelson, the Chairman of the Advisory Board for Arcis Capital Partners; Pierre S. duPont, the heir of Du Pont family; Yuquan Wang, Venture Capitalist; Fan He, Professor from Peking University.
- **Brand building and user operations:**
 1. "Top View" applet related PR work: KOL development and maintenance, PR draft review and write, peer and cross-border cooperation
 2. Build Tencent News: Innovation Operations Department Communication Package: organize online activities associating with Economic & Technology Topics; plan, invite and organize related issues, personal interviews, online community enhancement, promotion, retention, etc.
- **Coaching and training interns**

Jazzyear Journalist Media Department

Beijing

11/2019- 06/2020

- **Brand building**
 1. Interview practitioners within science & technology industries and collect first-hand insights from AI/automatic driving/data processing etc. industries
 2. Write comprehensive industry analysis for CEO/PE from science & technology industries
 3. Write non-fiction stories featured as humanistic and also scientific to gain public acceptance
 4. Pitch Jazzyear Contents to targeted boutique clients (Founders of Technology Firms and Venture Capitals)
- **Business cooperation**
 1. Accomplish and publish marketing articles according to PR's requirement
 2. Facilitate co-founder, business manager and FA group reach potential clients

INTERNSHIPS

Media Operations Manager/Editor, Internet Portal Dept, Tencent China, Beijing

11/2018-08/2018

- Content operation: create original content, monitor media and public opinion, operate online seminars, collaborative resource maintenance.
- Community moderation: Tencent News App Media Channel Operation, organizing online activities, multiple social media public account management.

Commercial Intern, Commercialization Marketing Center, Particle News, Beijing

08/2018-05/2018

- Commercial pitch deck writing.

Assistant to the Director, Center of Culture and Fashion, Soho China, Beijing

09/2016-12/2016

- Interview professional writers and musicians
- Edit manuscripts of exclusive interviews in the special column of *Rock and Roll 30 Years*

Assistant to the Director, Xinhua Newspaper Group - Chongqing Branch

08/2016-09/2016

- Attended press conferences and accomplished two short press releases for two national activities.
- Drafted two internal references for professional journalists.
- Published four articles as the first author.

Journalist, Department of Current Policy, Chongqing Daily Newspaper Group, Chongqing

- Interviewed and wrote press releases

EXTRACURRICULAR ACTIVITIES

Competitor, Alibaba News Competition for College Students, China

01/2016

- completed a news comment about misleading media vs. the authority of legislation
- won the excellent prize

Host, Radio Station, ZJU-Zijingang Campus

09/2013-07/2015

- recorded audio programs, participated in organizing the Mandarin Chinese Contest, interviewed and tutored foreign candidates before the contest
- cultivated a good rapport with workmates and extended affection to radio station

Journalist, for Chu Kochen Honor College's 30th anniversary, ZJU

10/2014

- contacted and interviewed the interviewee, Ruan Zhichao (a brilliant scholar of the *Thousand Talents Program*) and wrote the report
- enhanced the communicative ability and the skills of interviewing people

Leader, Academic Department of the Student Union, Chu Kochen Honors College, ZJU

9/2013-09/2014

- initiated, arranged, scheduled and publicized several debate contests and large-size lectures
- collaborated with team members to deal with emergencies and difficulties