

ADOBE  
Photoshop  
Illustrator  
InDesign  
Comp

HTML&CSS

MS OFFICE  
Word  
Excel  
PowerPoint  
OneNote  
Outlook

STATA

## Education

University of North Carolina at Chapel Hill  
School of Media and Journalism, BA expected May 2020 (Advertising focus)  
Second major in Economics  
GPA: 3.78/4.0

## Experience

### Crash Campaign, UNC-Chapel Hill, Nov. 2017 participant

- Competed in four-person team to solve non-profit agency Orange County Literacy's marketing problems
- Conducted research into potential corporate partners and developed complete strategy within 24 hours
- Redesigned wireframe of its website, suggested events and new media strategies and pitched to judges and clients

### Internship in CCTV (China Central Television), Beijing, China, Jan.- Feb., 2018

#### Assistant to Main Director

- Worked in the Chinese Poetry Congress program, a game show testing competitors' memory of Chinese poetry, coordinated the relationships between various departments and the board of directors
- Met IP production design studios as the representative of program and gave suggestions on potential products to promote the show
- Arranged the project schedule of the post-production company and reported to the board of directors timely
- Organized the meeting between television interactive companies and TV information department and wrote meeting minutes to managers of TV station

### SIIS (Shared Insight for International Students), UNC-CH, NC, April 2018-Current

#### Co-founder and president

- Designing projects to solve existing problems among international students through the lens of their special culture identities.
- Promoting more understanding towards international students group through talking with professors, student leaders and academic departments.
- Collecting and organizing on campus opportunities for international students to have easy access to resources.

### The Daily Tar Heel Newspaper, Chapel Hill, NC, Sept. 2018- Current

#### Design Staff

- Editing and Finalizing layout of newspaper stories
- Communicating with various newspaper desks, adding photos or elements to newspaper pages
- Proofreading and editing ads from clients before being printed on the newspaper

#### Foundations of Interactive Multimedia: Fall 2017

- Redesigned the wireframe in both low fidelity and high fidelity of a website
- Wrote complete code for websites of five pages
- Generated portfolio using WordPress
- Designed the theme and layout of a magazine's online version

## Skills

- Native languages: Chinese mandarin, Zhejiang dialect
- Fluent in oral and written English
- Conversant in oral and written Japanese and Korean

## Other

- Proficiency in Chinese Calligraphy, starting from first grade
- Piano amateur level 10 in China