Zhuoqun Zhao (Zora)

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

Adobe
Illustrator
Photoshop
InDesign
XD
Premier
CC

HTML
CSS

MS Office
Word
Excel
Power-
point
One note
Outlook

Stata

Design thinking

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

Nahimana Forest Start-up project, Chapel Hill, NC, Nov.2018
• Worked with real Client Nahimana Forest to develop brand strategy through analyzing customer demographic, refining customer segment and making personas and journey map
• Designed an app from experience, wrote creative brief and developed UX wireframes and UI design mockup views to present
• Worked as a UX/UI team member, designed website and mobile wireframes and porotype for client, cooperated with brand team and start up team to finish the final presentation

Skills
• Native languages: Chinese mandarin
• 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