
EDUCATION

University of the Arts London (UAL)
BA & Pre-degree Photography

Sept. 2019 – Jun. 2024

EXPERIENCES

Brand Campaign Planning/Photography, Crisis national charity shop (London) 2023

- Proposed photographic strategies, interacted with shop management, and established the project direction and the forms of publicity and display.
- Initiated remake work, employed second-rate materials from the shops for redesign and manufacturing, agreed on models, matched makeup and shooting settings, and took charge of filming and post-production.
- Designed joint tags, participated in exhibitions, and had a window display at the Crisis.

iQIYI 2020 – 2021

- Completed the creation of character library and the supplement of character training images according to cast lists, responsible for the operations of iQIYI's movie channel.
- Cooperated with the AI team to raise the spectacle recognition rates, launched marketing initiatives, and helped increase the spectacle usage frequencies.
- Improved my photographing, lighting, and guiding techniques, and gained proficiency in Adobe TouchDesigner, Photoshop, Lightroom, Premiere, InDesign, etc.

QingTing FM 2021 – 2021

- Assisted in the output and operation of graphic and video contents on new media platforms such as Weibo, WeChat, and Douyin, updating 26 articles and 6 videos with page views of 100K+.
- Helped choose themes, plan and carry out promotions for 600+ participants; formed three communities with 1,500 followers; gained 10K+ more followers via content creation and Q&A.

Shanghai Li En Cultural Communication 2020 – 2020

- Assisted with shooting, setting, lighting, photography guidance, and post-stage retouching work during the field work with photographers.
- Contacted clients to better understand their needs and assisted them in creating appropriate shooting plans.
- Conducted IP marketing of renowned photographers and their works through advertorials with an average page view of 100K+; discussed with clients for developing tailored shooting plans; set the headlines, drawings, layout, and content proofreading, contributing to the 300% increase in views.

Vlogger, Short-form Mobile Video Platforms 2020 – 2022

- Independently conducted topic selection, planning, shooting, editing, and post-stage production, gained a total view of 2 million.
- Maintained a total of 80,000+ followers through different social media platforms.

SKILLS

Adobe Creative Cloud Suite, Photography, Video editing, Visual design, Website design, Art direction, Styling, Proficient in Office software

SUMMARY

Driven by a love for art and a background of knowledge and experience in photography are essential foundations and skills to complement the output of my work. I am committed to adding creative communication to the work and meaningful experiences for individuals.