

## Experience

### **Communications & Web Coordinator , UBC Department of Psychology; Vancouver, BC — May, 2021 to Present**

Responsible for creating compelling content to maximize the department's website, social media, and other digital platforms to effectively communicate the department's mission and key messages. Works with cross-functional teams to deliver web pages, digital assets, and content that meets the department's communication and style standards. Support or create various online events and activities that engage undergraduate psychology students and foster a sense of community amongst them. Ultimately, work with the goal to enhance the department's reputation and visibility through the use of coordinated and strategic communications

### **Assistant Graphic Designer, UJAH; Vancouver, BC — Sept, 2020 to Present**

UJAH is the Undergraduate Journal of Art History and Visual Culture at UBC. Work with the head graphic designer to develop the visual concept for UJAH, implement layout design that complies with the concept, communicate with print, and create the journal's promotional materials, both for print and web graphics.

### **Teaching Assistant, University of British Columbia; Vancouver, BC — Sept, 2020 to Present**

Teaching Assistant for the course "Introduction to Cognitive Systems" under Professors Dr. Bittner, Dr. Leyton-Brown, and Dr. Taylor. Facilitate class discussions, facilitate course design, mark student assignments, and facilitate the design and implementation of a classroom system that tracks student participation.

### **Marketing Intern, Stadium Goods Farfetch; Shanghai, China — May, 2019 to August, 2019**

Worked under the managing director of Stadium Goods (SG) China at Farfetch. Created a China localized marketing calendar, assisted in creating SG's Instagram content plan. Conducted market research on social media platform RED and created a marketing action plan for SG China on RED. Assisted in the planning of SG's appearance on local TV program, This Is Street-dance. Assisted in the redirection of SG's branding on WeChat.

### **Executive Member & Photographer, Project Imagine Get Thrifty; Vancouver, BC — Sept, 2019 to Present**

Get Thrifty is a UBC Vancouver campus thrift store. Involved in decisions regarding Get Thrift's central brand image. Contributed to Get Thrifty's central social media channels. Collaborate with curators to create photo content that fits within established branding guidelines and art direction. Edit and refine photo content.

### **Orientation Leader, UBC Jump Start Team; Vancouver, BC — Sept, 2019**

Jump Start is University of British Columbia's freshmen orientation organization. Liaise with Jump Start Faculty Fellows to support the implementation of active and engaging learning environments. Execute aspects of evening social programming. Provided students with informed referrals to campus resources to support their transition. Act as a UBC ambassador for student leadership.

### **Tutor, Hillhouse Education; Vancouver, BC — Sept, 2019 to Present**

Specialized in International Baccalaureate English, Psychology, maths, and physics. While predominantly tutored high school students, also has experience teaching student from ages 6 to 25 years old. Administered intensive exam preps and post-exam review. Custom designed curriculums tailored to each student's needs.

### **Graphic Design Intern, October 10; Taipei, Taiwan — June, 2018 to August, 2018**

October 10 is a small independent advertisement firm in Taipei. Shadowed various departments. My responsibilities included preparation of promotional presentations, assistance in market research, and image tracing. Worked on a branding project for Verd, a floral company.

### **Marketing Communication Intern, Dilusso Gaopin Impero; Beijing, China — June, 2017**

Dilusso Gaopin Impero is a luxury furniture brand based in China. Assisted the marketing and graphic communication team's copywriter in translating localized Mandarin copy into English. Assisted in adapting the design of the original promotional material into incorporating the English text.

**Student Committee, Western Academy of Beijing; Beijing, China — August, 2016 to May, 2018**

Worked closely with the school to plan large events, including the annual Identity Film Festival and Global Issues Conference. Was responsible for creating logos and promotional materials for the events.

**Barista, XiaoQueXing Milk Tea; Taipei, Taiwan — June, 2016 to August, 2016**

I worked the front and back end of the tea house, covering miscellaneous roles; barista, cashier, baker. Acquired valuable customer service skills and worked efficiently in a high stress environment.

## Education & Awards

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**University of British Columbia — 4th Year Standing**

Major in Cognitive Systems, Cognition and the Brain Stream  
Minor in Urban Studies

**Trek Excellence Scholarship — 2019, 2020**

The Trek Excellence Scholarship is awarded to students who maintain a 95th-100th percentile GPA.

**International Major Entrance Scholarship — 2018 to Present**

International Major Entrance Scholarships are awarded to exceptional international students entering undergraduate programs at UBC, and are renewable up to four years.

**Faculty of Arts International Student Scholarship — 2021**

The International Student Scholarship recognizes international Arts students who demonstrate strong academic achievement, engagement in the Faculty, and the potential to make a scholarly contribution within their chosen field of study.

**Mentor of the Cognitive Systems Society — 2020 to Present**

Served as a mentor for incoming COGS students, assisted them in learning about and navigating the program.

**Dean's List — 2019, 2020**

A designation that recognizes exceptional academic achievement in the Faculty of Arts. Invited by President Ono to attend the Continuing Scholars Reception, selected along with a number of Scholars from UBC's Scholars Communities-in recognition of our academics, involvement and contributions to UBC.

**Western Academy of Beijing — Class of 2018**

International Baccalaureate Diploma Program  
Community Action Service Award — 2018

## Languages & Skills

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**Language:** Bilingual — Fluent in English and Mandarin Chinese

**Technical Skills:** SPSS, Adobe Creative Cloud Suite, Java Coding, Microsoft Office Suite, Google Suite, SketchUp, G\*Power

**Qualities:** Detail-Oriented, Problem Solver, Flexible