

王静仪

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教育经历

- 纽约大学 New York University** 纽约, 美国
整合营销硕士 2021.09 - 2022.12
GPA: 3.709 / 4.000 | 课程亮点: 竞争策略, 数字营销, 品牌策略, 整合营销策略
- 帕森设计学院 Parsons School of Design** 纽约, 美国
交互设计本科 2016.09 - 2020.05
GPA: 3.42 / 4.00 | 荣誉: 校长奖学金 (每年 20,000 美金, 共获得四年) | 课程亮点: 广告, 信息设计, 视觉设计

工作经历

- 泰洋川禾** 北京, 中国
海外新媒体运营 2021.03 - 2021.06
- 分析当下社交媒体热点, 对接签约优质自媒体账户; 运用新颖的短视频制作方式吸引观众
 - 深度分析网络用户偏好, 结合观众需求推出优质自媒体内容, 将账户粉丝基数提升 3 倍
- VMLY & R** 北京, 中国
广告整合营销 2020.10 - 2021.01
- 结合社会热点参与伊利集团, 戴尔与华为的广告设计及营销策划; 进一步推广新产品销量
 - 帮助设计开发微信小程序, 优化小程序视觉效果; 将小程序用户量提升 40%
- 康泰纳仕** 北京, 中国
新媒体视觉设计 & 纸媒排版 2019.06 - 2019.08
- 运用 Photoshop 软件作图排版, 美化杂志总体打印效果, 完成一众杂志出版设计和公众号内容排版
- 新媒体视觉设计* 2018.07 - 2018.08
- 积极运用创意策略优化 GQ 和 AD 杂志公众号视觉效果, 更新海报设计, 结合时事热点起草推广文案
 - 参与创意设计服装组的 Logo 订制并多方优化, 在新媒体平台上应用推广
- 荣信教育** 西安, 中国
儿童立体书设计 2018.06 - 2018.07
- 优化国外儿童读物译本页排版设计及打印视觉设计, 协同完成 3 本译本出版
 - 积极参与乐乐趣产品的开发以及线下儿童阅读推广活动, 扩大品牌影响力

课题领导力经历

- Parsons 个人设计团队** 纽约, 美国
团队组长 2017.09 - 2019.05
- 带领 5 人团队组建设计工作室, 承接 6 家商业公司的设计项目; 达到客户 100% 满意度
 - 运用独特的设计理念完成房地产公司的品牌设计, 包装设计 & 电商服务平台界面设计

技能与兴趣

- 语言: 精通普通话与英语
- 电脑软件: 精通微软办公室套装, Adobe Photoshop, Adobe Illustrator, Art Editor 与 InDesign
- 志愿者经历: 帮助纽约当地非盈利性组织设计海报宣传, 大力提升组织知名度及提升社会意识
- 毕业设计: 世界相互联系的视觉网络表达, 海报设计 & 网站设计
- 兴趣爱好: 艺术展, 旅行, 健身

Jingyi Wang

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Portfolio: Kokoswang.com

EDUCATION

New York University New York, United States
Master of Science in Integrated Marketing September 2021 - December 2022
GPA: 3.709 / 4.000
Course Highlight: Competitive Strategy, Digital Marketing, Brand Strategy, Campaign

Parsons School of Design New York, United States
Bachelor of Fine Arts in Communication Design September 2016 - May 2020
GPA: 3.42 / 4.00 | **Honors:** Dean's Scholarship (\$20,000 USD per year)
Course Highlight: Advertising, Information Design Concepts, Visual Culture, Design for Literacy

WORK EXPERIENCE

Mountaintop Entertainment Beijing, China
Social Media Operations March 2021 - June 2021

- Integrated social media trending topics and targeted 5 social media accounts; brainstormed social media content and assisted in Vlog shooting; boosted follower numbers by 300%
- Conducted audience segmentation and evaluated traffic activities; optimized social media operational strategies

VMLY & R Beijing, China
Integrated Marketing October 2020 - January 2021

- Performed market trending topic analysis and brainstormed marketing strategies for Yili Group, Dell, and Huawei
- Optimized WeChat internal app visualization design and boosted active users by 40%

Condé Nast Beijing, China
New Media Visual Design & Magazine Editorial Design June 2019 - August 2019

- Utilized Adobe Photoshop for visual design optimization and assisted in the GQ new media platform UI design
- Worked cross-functionally to perform daily layout design and magazine editorial design

New Media Visual Design July 2018 - August 2018

- Brainstormed design ideas to optimize the GQ and AD flyer design; integrated marketing topics to draft articles
- Assisted in the Logo design optimization and implemented on various social media platforms

LELEQU Xi'an, China
Visual Design June 2018 - July 2018

- Assisted in 3 children's book visual design and layout design; optimized visual effects
- Brainstormed marketing strategies to boost brand awareness; engaged 500 audiences in participation

PROJECT EXPERIENCE

Parsons Design Team New York, United States
Team Leader September 2017 - May 2019

- Led a team of 5 to participate in design projects for 6 firms; achieved a 100% customer satisfaction rate
- Implemented unique design ideas to excel the brand design and e-commerce website design for a real estate firm

SKILLS & INTERESTS

- **Languages:** Native in Mandarin and fluent in English
- **Technical:** Proficient in Microsoft Suites, Adobe Photoshop, Adobe Illustrator, Art Editor, and InDesign
- **Volunteer Experience:** Design various flyers for non-profit organizations and boosted social awareness
- **Graduate Thesis:** Stop, and think (Interactive Design & Flyer Design)
- **Interests:** Art Gallery, Travel, Fitness