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| **HaORAN yang**  London · +44 07579846980  Email · [work@haoranserver.com](mailto:work@haoranserver.com)  Personal Website · [home.haoranserver.com](http://home.haoranserver.com) |

# EDUCATION

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| 2022.09digital assets & media management，kING’S COLLEGE LONDON ***In campus.***  Mastering digital asset management methodology, in-depth enterprise workflow cases, optimising the efficiency of enterprise resource utilisation from multiple perspectives including users, staff and managers; familiar with interaction design, user experience and research theory, submitting a full set of resource optimisation solutions for KCL Library. 2019.09-2022.07Contemporary media practice，uNiversity of Westminster ***1st Honour Degree***  Completed several creative projects, applied special effects software and interactive software and hardware. |

# Work Experience

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| **2022.5 – 2022.9**  **NEW MEDIA OPERATIONS，**REBEL UNICORN CAREER LTD.  Responsible for the negotiation of business cooperation with all well-known university federations and channels in the London area.  Responsible for all event graphic design, website design, peripheral product design and other related design work.  Operating the official Little Red Book and TikTok accounts, participating in the creative planning of the content of the "RU Saying" account, and being responsible for the post-packaging of videos.  **2022.5 – 2022.9**  **Marketing Intern (Content Orientation)，**P.W. GROUP (CHATIME UK)  Responsible for the operation of the official account of Jitterbit (China) and the independent content account "BUBBLENOVY" INSTAGRAM account.  Assist R&D TEAM to produce marketing ideas for the new 23 years milk tea (princess story theme), responsible for preliminary research and content summary.  Responsible for the marketing team's channel and policy compliance research and liaison..  **2021.8 – 2021.10**  **International VIDEO POSTPRODUCTION Intern，**cns  Responsible for the post-production of China News Service Website, participated in 4 series production and 13 videos post-production.  **2021.4 – 2021.8**  **AE Intern，**VMLY&R china  Responsible for marketing investigation, competitive products research, producing week, twi-weeks and month reports; Participant in Speculative Work of Yili sub-product line (Children food), and the post strategy work after the SW. 2020. 8 – 2020.10SOCIAL ACCOUNT operation Intern，Kuaishou Responsible for the Events graphic design, part of the events operation, and a major event in 2020 national day.  Main responsibility of official channel ‘Kwai Host’, the channel had 10w+ followers increase. |

# skill

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| * UX Research * UI design on Figma, Adobe XD * PowerPoint design and Animation design * Competent with image software such as PS, LR * Advanced user of PR, AE | * Interactive Design * Deep development on projects * Good ability of Leading teamwork and communication * Fluently English Conversation |

# CAMPUS Experience

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| **2019 Embassy of the People's Republic of China in the United Kingdom of Great Britain and Northern Ireland**, 70th anniversary of the People's Republic of China  Designer of Official Poster | **2020 CSSA-UK Chinese New Year Gala**, Designer of Official Poster, Creator of Video Group  **CSSA in UOW**, member of INS, Weibo Operation Group |