



YONGYAN PAN

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Portfolio Website: <https://ppanpp.github.io/Creative-WebCV-Pan/portfolio.html>

SUMMARY

A Master's graduate in AI and Digital Media with one year of advertising video production internship and nearly a year as a Freelance Educational Video Producer. Experienced in utilizing Adobe Suite, generative AI tools, and proficient in data analysis, Unity Engine, and 3D modeling.

EDUCATION

Master of Science (MSc) in AI and Digital Media

Sep 2023 - Jul 2024

Hong Kong Baptist University (HKBU) - Hong Kong, China

- Core Modules: Data visualization / Data Analysis / Machine Learning / Digital Marketing

Bachelor of Engineering (BE) in Digital Media Technology

Feb 2019 - Feb 2023

Xiamen University Malaysia (XMUM) - Selangor, Malaysia

- Core Modules: Non-linear Editing / Film Producing / After Effect / 3D Modelling / Game development / Game design / Animation

WORK EXPERIENCE

Freelance Video Producer

Aug 2023 - Present

Beijing Perfect Knowledge Technology Co., Ltd. - Beijing, China (Remote)

- Using creative software to independently produce 21 educational videos and 2 promotional videos based on provided video scripts.
- Communicated effectively with subject experts from various disciplines to align requirements, gather feedback for improvement, and ensure the accuracy of video content.
- Reviewed and enhanced 2 existing videos to increase visual richness and engagement.
- Summarized and documented production and delivery one articulate standards for educational videos, serving as guidelines for training new video producers.

Advertising Video Design Intern & Game footage Intern

Aug 2022 - Jun 2023

Xiamen WOOBEST Interactive Network Technology Co., Ltd. - Fujian, China

- Collaborate with advertising and creative teams to produce 15+ media advertising videos.
- Track ADs data, analyze, and provide video improvement solutions aiming for high-performance metrics.
- Research and apply AI drawing tools to enhance video production efficiency.
- Utilize Unity and Adobe Effects to create or record 600+ game-related footage.
- Test game recording branches with R&D, and assist in implementing Unity recording tools.
- Draft standardized game footage recording processes in Unity for new material interns' training.

ADDITIONAL INFORMATION

- **Language:**

Mandarin (Native), English (Fluent)

- **Skills:**

Proficient in creative software for graphic design, video editing, 3D modeling, and game development (PS/AI/AE/PR/JianYing Pro/Blender/MAYA/Unity, etc.)

Proficient in various generative AI tools (Stable Diffusion/Midjourney/ChatGPT/RUNWAY/Suno, etc.)

Proficient in data visualization tools like Tableau and Flourish

Proficient in Microsoft Office Suite

Skilled in programming languages such as Python, HTML, and C++

INTEREST

Gym Enthusiastic, Digital Drawing Hobbysit, Philosophy Avid, Anime Enthusiastic, Music Avid