

Lyujiang Chen

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EDUCATION

New York University

New York, NY

Bachelor of Fine Arts, Interactive Media Arts (Minor: Economics) | Major GPA: 3.64/4.00

September 2018 -- May 2022

- Awards: Graduate with Honors, Dean's List
- Coursework: Designing Interfaces for Live Performing, Machine Learning For Arts, User Experience Design, Networked Media

New York University

Remote

Bridge to Computer Science | Letter grade: A-

May 2023 – July 2023

- Awards: Certificate with distinction
- Coursework: Data Structures and Algorithms, Object Oriented Programming concepts, Operating Systems.

WORK EXPERIENCE

LeeMoArt

Hangzhou/Remote, China

Partner, Business & Product Development Departments

May 2023 – Present

- User Research Project Lead:
 - Initiated and led a weekly user metrics collection with content creators, filling a gap in user studies.
 - Analyzed and established 5 high signal benchmarks for critical user interaction metrics, contributing to a 50%+ improvement in user acquisition rate through a new marketing strategy, quadrupling website traffic and generating more than 12 times in revenues, within 2 months.
- External Account Management:
 - Oversaw the creation of product content for Disney, resulting in a collaborative 2-minute product video with LeeMoArt for Little Mermaid publicity.
 - Reached out and managed a portfolio of over 5 external customer accounts, totaling an approximate monthly value of \$10,000 USD.

Chill Station Bar

Jinhua/Remote, China

Founder and Partner

May 2023 – Present

- Successfully drove the bar's financial performance, achieving a remarkable monthly turnover exceeding \$40,000, within a short duration of 2 months, maintaining an impressive profit rate of over 50% of more than 80% occupancy rate throughout the week. Maintain a top-3 position in the bar rank of the city on the most popular review website.
- Spearheaded the setup of the bar (1000+ sqft), creating an aesthetically pleasing and functional space that aligns with our brand identity. Selected and arranged furniture and décor, paying meticulous attention to detail to create a cohesive and inviting atmosphere.
- Conceptualized and designed the bar's logo, ensuring it accurately represents our brand and appeals to our target audience; Led the development of the bar's menu, curating a selection of beverages and snacks that cater to our customers' tastes and preferences.

Yongkang Zongbang Import and Export Co. Ltd

Jinhua, China

Brand Director

October 2022 – April 2023

- Head of Branding Initiatives:
 - Orchestrated the integration of two distinct legacy product lines into a cohesive and unified brand identity.
 - Spearheaded content creation campaigns across Facebook, Twitter, and Instagram with daily posts, reaching over 1,000 individuals and significantly boosting user interaction, leading to a yearly revenue increase in the millions of USD.
- Instructor of Videography and Photography Training Program:
 - Curated a comprehensive 100-hour training curriculum for a three-person marketing and content creation team.
 - Created instructional materials on a diverse range of topics including studio setup, editing, and video production.
 - Revamped a 600-square-foot studio space to align with the brand's aesthetic, enhancing the range of creative possibilities for capturing captivating visuals.
- Creative Director for Exhibition Booth: Conceptualized and oversaw the design of an exhibition booth for KAZTOOLEXPO, an esteemed international trade show with 100+ installations, attracting over 1,000 visitors. Achieved a significant increase in product sign-ups, exceeding 100 YoY.

EXTRACURRICULAR ACTIVITIES & PROJECTS

Nylon Magazine (<https://www.nylon.com/>) Content Writer

Apr, 2021 | New York, NY

- Wrote for Nylon Magazine, a prominent publication in pop culture and fashion with over 100,000 circulation. Specialized in creating content for the cocktail mixing section, contributing engaging and relevant articles.

CineCina Film Festival

Nov, 2019 | New York, NY

- Led publicity initiatives including development and management of the festival's official website using WordPress plugins; designed and distributed bi-weekly newsletters to enhance audience engagement.

Official Broadway Don Quixote Musical Photographer

May, 2019 | New York, NY

- Photographed the Broadway production of Don Quixote (Mandarin version), capturing images of the official show, cast members, and post-show events. The production was attended by a diverse audience of over 500 individuals.

SKILLS & CERTIFICATE

Computer Language:

Javascript, C++, Multimodal content generation algorithm, Computer Vision, HTML & CSS

UX Design:

Graphic Design, Photography Filming, Figma, Adobe Illustrator, Unreal Engine

Digital Engineering:

Arduino Programming, Metalworking Woodworking, Digital Fabrication, 3D Print

Language Proficiency:

Chinese, English

Finance:

Chinese Fund Certificate