



Yanni(Nina) Zou

Multimedia Designer/Video Editor

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LINKEDIN

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PROFESSIONAL EXPERIENCE

- 11/2015-04/2016 **AJ+** **User Experience Architect**
Compiled AJ+ Design Language guideline, focusing on social media content strategy and design guidance(font, color, visual hierarchy...) for publishing video on different social media platforms by applying user-centered design.
- 10/2014-10/2015 **TC** **Producer, Videographer and Reporter**
TechCrunch China/TechNode
Designed and produced a new online TV series titled Silicon Valley Heartbeat for TechCrunch China, introducing Silicon Valley companies to Chinese audience.
- 05/2014-08/2014 **MS** **Communications, Public Affairs and Social Media Intern**
Microsoft
Led a team working on a full spectrum of internal and external communication initiatives, responsible for creating and publishing more than 50 pieces of social media content across multiple channels.
- 11/2013-05/2014 **MS** **Data Visualization Full-Time Researcher**
Microsoft
Collaborated with Engineers and Product Managers to design Big Data Platform, with the basic research in natural user interfaces and next-generation multimedia. Compiled the user guide and conducted usability tests.
- 01/2014-02/2014 **NYT** **News Producer**
The New York Times
Responsible for editing 20 articles per day, managing Live Production Budget, choosing the category of the news articles.
- 07/2012-10/2013 **NBC** **Program Coordinator**
NBC Bay Area
Identified and initiated contact for potential clients based on extensive market research, coordinated production process for NBC program, culminating in the successful production the Beijing Episode.
- 03/2013-11/2013 **Phoenix** **Program Director Assistant**
Phoenix Satellite Television Holdings Ltd.
Fully involved in the pre and post-production of more than 50 weekly episodes, independently edited episodes using Final Cut Pro 7 and Premier.
- 09/2012-12/2012 **CCTV** **Director Assistant**
China Central Television (CCTV), Financial Channel
Responsible for the selection process and supporting the annual TV program with 100 million viewers and compiled the handbook for Chinese Economic Person of the Year.



PROFILE

As a recent graduate of the Graduate School of Journalism at UC Berkeley with in-depth knowledge in video production and multimedia storytelling, Nina is eager to apply her skill at video production, content strategy and user-centered design to experiment with new ways of visual storytelling.



EDUCATION

- 09/2014-06/2016 **UC Berkeley** **University of California, Berkeley**
Multimedia, Graduate School of Journalism
Coursework: Advanced Multimedia, Advanced Programming, Data Visualization, Online news package
Teacher Assistant for the Media Studies and Visual Communication courses, leading 60 students in weekly discussions that explore the interplay between media and society from a theoretical standpoint.
Videographer for Berkeley Technology Review
GPA: 4.0/4.0
- 09/2010-06/2014 **UIR** **University of International Relations**
Culture and Communication
Bachelor of Arts in Literature
GPA: 3.95/4.0 Ranking: 1st
National Scholarship awarded by the Chinese Ministry of Education (Top 1% students)
Outstanding Student, First-class Scholarship, Top Reporter, Academic Ambassador



LANGUAGES

Chinese: ●●●●●

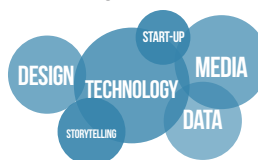
English: ●●●●●



PROFICIENCY

- Premiere:
- Final Cut:
- CSS / HTML:
- Java Script/d3.js:
- Illustrator:
- Sketch:
- Photoshop:
- After Effects:
- Audition:
- InDesign:

INTEREST



SOCIAL

- @Zouyanni
- <https://www.facebook.com/yanni.zou>
- <https://vimeo.com/user20149100/videos>