

Meina Yin

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EDUCATION

Shanghai Theatre Academy **09/2019 - 06/2023**
Bachelor's Degree in Digital Media Arts **GPA: 3.75 (87.5/100)**
Relevant Modules: *New Media Performance Technology Foundation (95), Drama And Interaction Design (95), Animation Design (95), Fundamentals of design software (92), Projection And Drama (91), Graduation Project (91), Principles of Digital Media (90), Photography Basics (90)*

PROFESSIONAL EXPERIENCE

- 2023** ● Organized the Immersive New Media Art Exhibition “Green Jade Case”
- 2022** ● Designed co-branded New Media Ads for Alibaba and Youku
 - Designed the brand logo for “MyKnit Process”
 - Collaborated in a group to develop the MR (Mixed Reality) game “Peach Blossom Inn”, contributing as a scene builder and interaction designer
- 2021** ● Designed the book cover for “New Media Interactive Design for Performing Arts”
 - Participated in the design of Motion Graphic Videos for the concert “Flying”
 - Participated in the design of Motion Graphic Videos for the the play “Lei Jingtian”
 - Participated in sketching the images for the immersive art show “Mirror World”
- 2020** ● Collaborated in a group to design the project “Xinzhuang Public Interactive Screen: #City-Greetings# Emoji”, contributing as a conceptual and visual designer
 - Participated in the design of Motion Graphic Videos for the super audio-visual experience play “ANNA”
- 2020** ● Participated in the production of Tencent's dynamic emoji “Mr. De and Mr. Sai”
- 2019** ● Designed videos for the school opening ceremony of Shanghai Theater Academy

INTERNSHIP

Digital Media & Entertainment Design Internship 12/2021-10/2022
Participated in Young Choice Project at Alibaba Digital Media & Entertainment Group. Duties include Entertainment Content Operation, Event Planning, TV Film Evaluation, User Research Report Writing, New Media Operations.

HONOR

Second Class Scholarship of the Year 2022
Graduation Design Excellent Works 2023

ACADEMIC RESEARCH

Song Dynasty Life Aesthetics Style in the Creation of New Media Performing Arts | Graduation thesis 2023
The article aims to explore additional display possibilities for Song Dynasty culture. Its ultimate goal is to promote Song Rhythm culture while also enhancing the traditional aesthetics of ornamentation, seamlessly integrating the essence of Song Dynasty aesthetics with modern aesthetics and innovation by studying the digital design process of new media performing arts.

ADDITIONAL SKILLS

Language skills: English, Mandarin Chinese
Computer skills: Blender, After Effects, Photoshop, Illustrator, Unreal Engine, Final-cut Pro