

# Windy Wen

## Project Manager

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## Competencies

Project Management  
Business Management  
UI/UX Design  
Product Design  
Technical Art

## Skills

### Design Tools:

Adobe Creative Suite (PS, AI, ID, XD, PR) | Figma | MS Office

### 3D Tools:

Maya | Unreal Engine | Houdini  
Substance Designer | SolidWorks

### Scripting Tool:

Python

## Education

### Centre for Digital Media (CDM)

*Master of Digital Media*  
2022.09 - 2023.12 (Expected)

### Trinity Western University

*Master of Business Administration*  
2020.09 - 2022.06

### British Columbia Institute of Technology

*Advanced Diploma in Technical Arts*  
2020.09 - 2021.09

### Emily Carr University of Art + Design

*Bachelor of Design in Industrial Design*  
2016.09 - 2020.05

## Certificates

**Canadian Association of Snowboard Instructors (CASI):**  
Level 1 Snowboard Instructor

### China Tea Specialist Association:

National Vocational Qualification  
Level 2

## Languages

English  
Chinese Mandarin  
Spanish (Elementary)

## Work Experience

### STAR Entertainment, Vancouver, BC

2019.09 - 2023.05

#### Marketing Manager, Freelance

- Created marketing content for the 2019 Star Music Festival, the 2023 Outerspace Music Festival, and Show Lo World Tour Evolution 2023
- Led a marketing team of 3 in the final coordination of 2019 Star Music Festival
- Boosted total ticket sales by 50+% with accumulated sales exceeding C\$1M

### Electronic Soul Games, Hangzhou, China

2022.06 - 2022.08

#### UI Designer Intern

- Created game logo and promotion pages for game launch in Feb 2023
- Partnered with interface designers and designed 2D assets to be integrated into 3D scene for strong visual effects
- Established project timeline and coordinated tasks among engineers and artists through effective communication

### Boom Chicken Restaurant, Richmond, BC

2022.02 - 2022.05

#### Contract Branding & Visual Identification Designer

- Designed holistic VI system of market research, brand positioning, strategy development, and visual application
- Created unique brand identification for the restaurants that is well received by the owner and stakeholders
- Received 700+ positive comments on Google Maps/FanTuan with total of 2k+ of monthly transaction

### China Central Television, Beijing, China

2018.05 - 2018.08

#### Assistant Producer Intern

- Assisted the Director in legal scenario analysis and drafted correspondence with various stakeholders
- Presented own research on civil dispute cases in screenwriting to the Legal Department to enhance risk management
- Wrote the final script for Legal Lecture Hall (Life Edition), aired 08/22/2018.

## Industry Client Project

### Men Building Intimate Partner Relationships

2023.05 - 2023.08

#### UBC Men's Health Research Program

Centre for Digital Media

#### Project Manager

- Drove a team of 6 to create an online immersive interactive photo exhibition
- Led the development process and weekly meetings with team and clients; Adopted Scrum and Agile methodology for project management
- Met all clients' objectives and milestones, successfully delivered the product on the official UBC website with high quality and satisfaction

### Doppelgängers Game Design

2023.01 - 2023.04

#### Buffalo Buffalo Game Studio

Centre for Digital Media

#### Project Manager

- Drove a team of 6 to design a musical party game with 4 mini-games that utilized generative AI technology
- Led the team throughout the process of project planning, research, ideation, prototype, user test, to final delivery
- Delivered high-fidelity playable game prototype with four-game design documents that led to further collaboration opportunities with BuffaloBuffalo