**Wendi Wang**

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**PERSONAL STATEMENT**

I am pursuing an Advanced Master’s degree in Digital Humanities and Public Cultural Studies at the Australian National University and completed a Bachelor's degree in Media and Communications with a minor in Design at the University of Sydney. My research skills include systematic literature reviews, surveys, digital ethnography, and interviews, utilizing various problem-solving frameworks and design tools, such as UX and UI design principles. I developed skills in content creation, editorial work, social media strategy, multimedia production, and web design, mastering tools involving Voyant, Canva, Adobe Photoshop, Microsoft Office suites, Google Workspace, and Figma. I also have studied museology. I strongly focus on decolonization practices, reconciliation with Indigenous peoples, and heritage protection debates. I have engaged in multiple interdisciplinary projects relating to public relations, product and service design, digital marketing strategies, and web design, which enhanced my ability to solve complex real-world problems with interdisciplinary team members collaboratively.

**EDUCATION**

**Australian National University** – Advanced Master's Degree in Digital Humanities and Public Culture: GPA: 6.67/7 ***Dec 2024***

* Study in digital humanities, new museology, and post-human studies.
* Key courses: Independent research thesis. Interdisciplinary team collaboration project
* Developed skills in digital humanities studies, isolated academic research, and systematic literature review.

**Social Psychology Program Feb 2024**

**The University of Sydney** – Bachelor of Arts and Bachelor of Advanced Studies ***Aug 2022***

* Major in Media and Communications, Minor in Design
* Key courses: Research Practices, Critical Practice in Media, Advanced Industry and Community Projects
* Developed skills in data analysis, media production, design thinking, and strategic market research.

**SKILLS**

***Research and Analytical Skills***

* **Independent Research:** I conducted a five-month independent academic research project and thesis, employing a systematic literature review method. Demonstrated strong research, analytical, and complex problem-solving skills.
* **Data Collection and Analysis:** Skilled in employing online ethnography, interviews, surveys, and focus groups to gather information and perform analysis for developing design concepts and project proposals.

***Media and Editorial Skills***

* **Writing and Editing:** Trained in clear, accurate and impactful writing for journalism, focusing on effective communication.
* **Multimedia Content Creation:** Experienced in creating and publishing multimedia content on platforms such as WordPress, Instagram, and Twitter.
* **Video and Audio Production:** Understand scriptwriting, timeline management, filming, recording, and editing with Adobe Premiere Pro for video editing and Adobe Audition for audio editing.
* **Magazine design and production:** Managed the entire process from conceptualisation and layout design to printing while also proposing publication and online promotion strategies through social media platforms to increase visibility.
* Technical Skills
* **Office and Collaboration Tools:** Proficient in Microsoft Office Suites and Google Workspace (Docs, Drive, Slides, Sheets) for collaborative work.
* **Digital Design Tools:** Familiar with Adobe Creative Suite (Photoshop, InDesign), wireframing tools, and Figma for creating digital designs and prototypes.
* **Data Management Tools:** Knowledgeable in using tools like Zotero, Excel, Canva, and Google Maps for data management and visualization.

***Teamwork and Leadership Skills***

* **Interdisciplinary Collaboration and Project Management:** Gained experience working on multidisciplinary projects, effectively managing tasks to ensure projects are completed on time while addressing complex real-world challenges and proposing innovative solutions.
* **Creativity and Idea Generation:** I excel at providing innovative ideas for project development, particularly by leveraging my media expertise to analyze complex real-world challenges and propose effective solutions.

**ACADEMIC EXPERIENCE**

***Advanced Master’s Research & Thesis under supervision Feb 2024 - Dec 2024***

* Completed a 20,000-word thesis on Chinese one-child policy and female empowerment with a systematic literature review method, earning a High Distinction for research quality and originality.

***Digital Humanities and Public Culture Research Project (Advanced)******Jul 2023 - Nov 2023***

* Independently analysed the representation of mother-daughter relationships in Disney films in a 10,000-word report.
* Utilised tables, figures, word clouds, TimelineJS, and Canva for visualisations.
* Presented findings using Microsoft PowerPoint, demonstrating skills in data analysis, storytelling, and design.
* Achieved High Distinction (HD) for research quality and originality.

***Trove-based Digital Humanities Project (Interdisciplinary Collaboration) Jul 2023 - Nov 2023***

* Mapped Chinese migration during the Australian gold rush using Trove data on Google Maps.
* Conducted topic modelling analysis on The Australian Women’s Mirror to explore the evolving roles of women and shifts in social ideology. Designed a website prototype using Canva to present key insights, with plans to develop the final website on WordPress.
* Led an interdisciplinary team, initiating the topic, assigning tasks, managing tutor communications, and meeting deadlines.

***Magazine Planning, Production, and Publication (Interdisciplinary Collaboration)******Aug 2021 - Jul 2022***

* Key contributor to magazine development within the team, responsible for data collection, content creation, layout design, and marketing strategies.
* Successfully produced and printed the magazine, created a WordPress website, and developed a promotional plan for social media platforms, including Twitter and Instagram.

***Community Project of Looking Forward to Aging (Interdisciplinary Collaboration) Jun 2021 – Dec 2021***

* Conducted literature reviews, online ethnography, questionnaires, and interviews to identify elderly needs.
* I applied my knowledge of media to provide key inspiration for the project concept design aimed at enhancing the well-being of the elderly in Australia and earned an HD grade.

***Interdisciplinary Approaches to Climate Change Research (Interdisciplinary Collaboration) Feb 2021 - Jun 2022***

* Collaboratively investigated differences in climate change perceptions between younger and older Australians, with a focus on the impact of social media and government policies. I inspired this topic.
* Developed recommendations for cross-generational contributions to climate change solutions.

***Industry and Community Projects (Interdisciplinary Team Collaboration) Feb 2021 - Jun 2021***

* Developed a proposal to promote the role of men in the gender equality movement, with the use of media to amplify women’s voices and promote gender equality. I generated the idea of utilizing media.

***Public Relations Strategy for Icon Construction (Interdisciplinary Collaboration) Aug 2019 - Dec 2019***

* Designed a comprehensive PR strategy to address the reputation crisis following the house collapse incident.
* Understood and analysed public expectations through data collection based on social media platforms and news to inform targeted solutions, including a proposed compensation plan.
* Developed a communication plan for both traditional and new media to effectively convey the organisation's sincere commitment to resolving the issue.

***Traditional vs. Internet Celebrities in Product Marketing: A Comparative Analysis Feb 2022 - Jul 2022***

* I identified distinct advantages and challenges associated with each type of celebrity, providing insights for strategic brand marketing.

***Co-design and Virtual Reality (Interdisciplinary Team Collaboration) Feb 2021 - Jul 2021***

* Our group collaboratively proposed a plan that integrates Co-Design principles with VR (Virtual Reality) mechanics to develop a conceptual simulation platform aimed at improving communication skills training for ALS clinicians.

***Web-based Design (Interdisciplinary Team Collaboration) Aug 2020 - Dec 2020***

* Designed remote working software with time-tracking features tailored for mobile interfaces,
* Designed a conceptual website tailored for laptop interfaces, for a program to enhance intergenerational connections.
* Created low-fidelity prototypes with Wireframes and interactive high-fidelity prototypes with Figma.
* Applied User Experience (UX) and User Interface (UI) design principles for an intuitive user experience.

***Innovation Design of Studio Nanotechnology water-supply system******(Interdisciplinary Collaboration) Feb 2019 - Jul 2019***

* We collaboratively proposed the design and marketing strategy for a nanotechnology-based water collection system to address water scarcity, demonstrating complex problem-solving and innovation.

***Strategic Plan for AR-Enhanced Smart Watch in Banking******(Interdisciplinary Collaboration) Aug 2018- Dec 2018***

* Conducted comprehensive analyses of globalisation trends, competitive benchmarks, stakeholder needs, and public demands
* Collaboratively developed a design concept and digital marketing strategy for a smartwatch to enable global price comparisons and personalised shopping recommendations.
* Proposed the use of augmented reality (AR), big data, machine learning, and artificial intelligence to enhance customer experience and explore opportunities for personalised banking services and international business expansion.

**INTERNSHIP EXPERIENCE**

***SAIEP Industry Project-Digital Marketing Consultant Intern Nov 2024 - Dec 2024***

* Client: Alison Bannister Career Coaching
* Collaborated with a team to develop tailored digital marketing strategies for a career coaching business, focusing on client acquisition and online visibility.
* Analysed competitors' Google Business Profiles and Google Ads to recommend optimisation strategies, including targeted keywords, ad copy, and review management.
* Designed LinkedIn optimisation plans, covering profile updates, content themes, and lead generation strategies using Sales Navigator.
* Delivered a comprehensive report with actionable insights to improve digital marketing efficiency and attract more paying clients.

***ANU China Centre Social Media Intern Ongoing***

* Social Media Maintenance and Operations (Little Red Book & WeChat)
* Designed and developed brand marketing materials for ANU, including seasonal posters, event flyers, and other promotional materials
* Monitored media and public relations trends, providing analysis reports to the China Centre team with strategic recommendations for promotional initiatives

**GHD Advisory Job Simulation on Forage Oct *2024 - Nov 2024***

* Completed a simulation involving a client advisory project for GHD
* Developed a project issue tree and stakeholder profiles to structure client needs
* Used Excel to analyse a data set and develop a prioritised list of recommendations
* Created a concise and professional summary presentation

**VOLUNTEER EXPERIENCE**

***Vinnes Retail Aug 2023***

**Floriade Festival Child activities supervision Oct 2024**

**INTERESTS**

* Passion for human culture and societal issues
* Enthusiastic about aquariums, museums, cinemas, and 3D visual effects
* Keen interest in fan-created content and copyright debates