Changyingzi Tang (Itzel)



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Education

09/2025 - present The Hong Kong University of Science and Technology (HKUST), Hong Kong
• MA in Art and Machine Creativity, expected in January 2027
• **Coursework:** Creative Coding, Art Management and Art Business, Digital Media Art and Design, AI Film Production (Jimeng, Kling), Art History and Theory.

09/2020 - 06/2025 The Central Academy of Drama (CAD), Beijing
• BA in Stage Design
• **Coursework:** Stage Design, Stage Technology, Costume and Make-up Design, Film Production, Modern Chinese Drama, AI Film Production, Architectural History, Directing, Drawing and Oil Painting.

Professional Experience

10/2026 - Present Social Media & Content Operations, Lenovo
- Manage Lenovo Future Center's Weibo, Xiaohongshu, Bilibili and WeChat accounts (800K+ combined followers), publishing 5 – 8 posts and videos weekly.
- Own interactive giveaways and weekly / monthly analytics reviews - impressions, engagement rate, net follower growth - and feed findings back into inform content planning and publishing cadence.
- Brought AI tools into the content pipeline and coordinated cross-functional teams to ship campaigns: 10K+ impressions and views, 80+ net new followers.

05/2026 - 10/2026 Employer Branding & Visual Design, Futu
- Ran the employer-brand accounts on Xiaohongshu, Instagram and WeChat; planned and published 20+ posts reaching 20K+ impressions, 1K+ likes and 38% follower growth.
- Art-directed 7 videos, 10+ key-visual poster sets and 1 recruiting website, coordinating 6 departments at a 95% on-time delivery rate.
- Standardised the employer brand's visual system - guidelines, 4 design templates and 10+ reusable assets - improving cross-platform consistency and cutting production time for routine assets by 50%.
- Embedded AI tools across ideation, image generation and asset extension, shortening the average production cycle per deliverable from 5 days to 2 days.

10/2025 - 02/2026 Curator & Graphic Designer, "Art For A Cause" Art Auction
- Co-curated a ~150 m² exhibition at the Hong Kong Fringe Club, planning artwork placement along the visitor route and refining the on-site display sequence.
- Coordinated artists, venue and auction teams, and set up the project schedule and on-site task lists that kept installation on plan.
- Designed the key visual and 3 merch items, applying one visual identity across online promotion, the gallery space and the auction floor.

03/2024 - 05/2024 Film Production Intern, Shanghai Happy Mango Co., Ltd.
- Worked the post-production pipeline end to end - footage logging, rough cut, fine cut, title and graphic treatment, colour grading and final export - in Premiere Pro and After Effects.
- Built the content framework from the programme script and narrative logic, and adapted aspect ratio, resolution, bitrate and file format to each channel's specification before delivering final masters.

11/2023 **Stage & Graphic Designer, "Life of Galileo", Beijing Tianqiao Theatre**

- Developed the stage concept from script analysis and visual research, iterating with the director and the performers through rehearsals.
- Turned abstract ideas into 10+ hand sketches, 3D renders and a 1:50 physical model to validate proportion, visual hierarchy, scene transitions and performer fit.
- Designed the poster, programme, brochure and on-site materials, then followed fabrication and theatre load-in to resolve conflicts between design intent, construction detail and site conditions.

Extracurricular Activities

12/2023 **Art Director, Short Film "Romantic Gamble" -** led set, costume and prop design; key visuals in Photoshop and Illustrator, 3D set previews in Blender.

07/2023 **Set Designer, Mango TV E-commerce Platform -** built precise scene models from on-site measurements in SketchUp and Blender, and delivered renders that supported real-time design decisions.

06/2023 **Art Director, Short Film "Death at Midnight" -** pre-visualised the single-take short film in Blender to lock camera movement and continuity; designed costumes and props to match character psychology.

10/2023 - 12/2023 **Co-Organiser, 10th China Higher Drama Education Exchange Festival -** produced WeChat content and visual assets and ran the multi-platform live broadcast in OBS (Douyin, Bilibili).

Skills

Brand & Content	brand identity systems, key visuals, art direction, social content strategy (Xiaohongshu, Instagram, WeChat, Weibo, Bilibili), employer branding, exhibition curation
Design & 3D	Photoshop, Illustrator, Indesign, Figma, SketchUp, AutoCAD, Blender, Cinema 4D, Procreate
Video & Motion	Premiere Pro, After Effects, CapCut
AI & Code	Midjourney, GPT-image, Nano Banana, Seedance, Jimeng, Kling, Claude, p5.js, TouchDesigner and vibe-coding workflows
Languages	Mandarin (native); English (proficient, IELTS 6.5)

Honours and Awards

12/2025	Second Prize - 5th Hong Kong Youth Design Award (YDA)
10/2025	Silver Award - Singapore Marina Bay Sands Art and Design Competition
09/2024	Bronze Award - UK International Art and Design Competition
06/2024	Gold Award - Finland AG Design Award (China Region)
06/2024	Gold Award - FA International Frontier Innovation Art and Design Competition
05/2024	Silver Award - 4th ICAD International Contemporary Youth Art and Design Competition
05/2024	Gold Award - 6th Hong Kong Emerging Contemporary Design Award
06/2023	Third Prize - Hong Kong Digital Art Design Competition
06/2022	Third Prize - "Rising Art Star" University Art and Design Competition

Additional Information

Interests	harp, Chinese calligraphy (Level 10), vocal performance (Level 10), photography, recitation
Other	Chinese driving licence (C2)