




Yancey Lu

MULTICULTURAL & MULTIDISCIPLINARY COMMUNICATIONS PARTNER

work experience in China, India, America, Australia, and Germany
expertise in creative brand design & management and HR communications
interest in folk dance, cultural travel, and stand-up comedy

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 Nuremberg, Germany



Experience

- APRIL 2021** ○ **Senior Communications Partner to the Managing Board**
Siemens Healthineers | Erlangen, Germany
Developing communications strategies and producing creative content for the managing board with a focus on CHRO, HR Communication and Employer Branding. Managing financial releases, awareness campaigns, and brand design
- JAN 2021** ○ **Graphic & UX Design Specialist**
SAP Hybris | Munich, Germany
Created presentations, trainings, and sales material for SAP Center of Excellence
- SEP 2019** ○ **Creative Strategist**
MultiConnexions | Sydney, Australia
Designed multilingual advertising campaigns and PR events for Telstra, ANZ, EnergyAustralia, Event Cinemas, Sydney Airport, Cricket Australia etc.
- JAN 2019** ○ **Content Producer**
Learnship | Cologne, Germany
Developed UI and produced multimedia content for the platform Learnship Halo™
- JUL 2018** ○ **Design Thinking Assistant**
Detecon International | Cologne, Germany
Consulted on design thinking strategies and designed workshop material
- APR 2017** ○ **Creative Direction Intern**
BBDO Group Germany | Düsseldorf, Germany
Designed campaign key visuals and activation strategies for Mars and Dr. Oetker
- FEB 2013** ○ **Lead Marketing Designer**
Cambridge Network | Waltham, United States
Developed branding strategies and created all types of marketing collaterals
- JUN 2012** ○ **Multimedia Reporter**
Cape Cod Times | Hyannis, United States
Hosted and produced award-winning webshow CapeCast and other video reports

Events

Cannes Film Festival

May 2019 | Cannes, France | Interpreter

Cork Film Festival

Nov 2018 | Cork, Ireland | Distribution Assistant

International Motor Show (IAA)

Sep 2017 | Frankfurt, Germany | Correspondent

International Film Festival Rotterdam (IFFR)

Feb 2017 | Rotterdam, Netherlands | Media

Interfilm Berlin

Nov 2016 | Berlin, Germany | Moderator

Sundance Film Festival

Jan 2016 | Park City, United States | VR Associate

Boston International Film Festival AIESEC India

Apr 2015 | Boston, United States | Moderator

Aug 2010 | Chandigarh, India | Ambassador

Education

BACHELOR OF ARTS

Integrated Design

Technical University of Cologne

Jul 2020 | Cologne, Germany | GPA 1,5 (sehr gut)

STUDY ABROAD

Visual Arts

University of Sydney

Dec 2019 | Sydney, Australia

MASTER OF SCIENCE

Broadcast Journalism

Boston University

Jan 2013 | Boston, United States | GPA 3.33 (4)

BACHELOR OF ARTS

English & Mass Communication

Sichuan International Studies University

Jul 2011 | Chongqing, China | GPA 4.22 (5)

Expertise

Languages

Chinese (Mandarin), English (American),
German (Germany)

Graphic & UI Design

Adobe Illustrator, Photoshop, InDesign,
XD, Figma, PowerPoint, Canva

Video Production

After Effects, Premiere Pro, Final Cut Pro,
CapCut, Clipchamp

AI Tools

Adobe Firefly, Midjourney, ChatGPT,
Runway, Kaiber, Elai, MusiCurve

Design Thinking

Service Blueprint, Persona, Journey Map,
System Map, Stakeholder Map, Business
Model Canvas, Design Concept Matrix...

Web & CMS

Wordpress, Scrivito, SharePoint, HTML

Social Media

YouTube, TikTok, Instagram, LinkedIn, WeChat