

# JIE-YU WEI

**Multimedia Content Creator**  
Chicago, IL

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[Jie-Yu Wei's Portfolio](#)

[Jie-Yu Wei's LinkedIn](#)

## EXPERIENCE //

### **Art Content Curation Intern @ Apollo Art**

Chicago, IL | JANUARY 2023 - JUNE 2023

- Curated contents for artworks based on genre, medium & artist.
- Managed data inputs by labeling metadata for visual medias on Bynder.
- Categorized media contents to assist product launch on digital platform.
- Conducted Apollo App product testing and quality control to ensure overall product excellence and user experience.

### **Social Media Content Intern @ Candice C. Cusic Photography**

Chicago, IL | SEPTEMBER 2022 - DECEMBER 2022

- Generated commercial short videos, images and contents across studio's social media platform.
- Created and wrote original email newsletters to build customer relationships.
- Developed and implemented marketing strategies to increase brand awareness and attract potential clients.

### **Social Media Manager @ SAIC Taiwanese Student Association**

Chicago, IL | MARCH 2020 - MAY 2023

- Generated social media posts and contents for TSA events, activities and conferences through social media platforms.
- Maintained social networking on assisting students who are seeking support about SAIC through social media platforms.

## SELECTED GROUP EXHIBITION //

### **SAIC PHOTOFASH 2022**

Chicago Art Dept, Chicago, IL | APRIL 2022

### **SAIC Spring Undergraduate Exhibition**

SAIC Galleries, Chicago IL | APRIL 2023

## CERTIFICATIONS //

### **Google -**

Foundation of User Experience Design

Start the UX Design Process

Build Wireframes

Conduct UX Research

Create High Fidelity Prototypes

Responsive Web Design

### **Northwestern University -**

Leadership Through Design Innovation

## EDUCATION //

### **School of the Art Institute of Chicago**

BFA in Studio, Photography

- Merit Scholarship Recipient

### **Northwestern University**

MS in Leadership for Creative Enterprise

Minor in Entrepreneurship

## SKILLS //

Photography

Post Production

UX Design

Photo Manipulation

Graphic Design

Commercial Design

Content Creation

Visual Assets Creation

Content Management

## TOOLS //

Adobe Suites

Illustrator

Photoshop

Adobe XD

Lightroom

Adobe Premiere

After Effect

Figma

Dreamweaver

Microsoft Softwares

InDesign

## LANGUAGES //

English & Chinese Mandarin