

Ziyu (Coco) Xiong

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Portfolio: cocoxiong.com

EDUCATION

University of Southern California

Master of Science in Digital Social Media (STEM)

Los Angeles, CA

Expected 05/2025

University of Rochester

Bachelors of Arts, Dual Major in Digital Media Studies (STEM) and Music; Minor in Linguistics Graduated 05/2023

Rochester, NY

- Summa Cum Laude (Top 1%), Phi Beta Kappa Membership, Music Department Academic Achievement Prize

EXPERIENCE

Taihe Music Group

En Mercurio Label | Marketing & Publicity Intern

Beijing, China

06/2021-08/2021

- Attained 20+ sold-out national tour performances by originating publicity articles and cover art for single and MV
- Developed publicity strategies for China's top indie band artists (e.g. The Face, The Super VC)
- Executed live house performances of 500+ audience and backup vocal recording

The Education Group of The Affiliated High School of Peking University

Branding Department | Design Project Manager Intern

Beijing, China

09/2020-01/2021

- Achieved 5000+ alumni attendance at the 60th anniversary of the founding of the school by designing key visual
- Managed a high school student team of 6 in interior renovation and installation design for the school theater
- Enhanced brand image by planning creative WeChat mini program and holiday publicity content of 10,000+ views

Samsung R&D Institute China-Beijing

AI Lab | Research Assistant Intern

Beijing, China

07/2020-08/2020

- Researched existing music generation deep learning models and projected research ideas to the strategy department
- Mastered the principle and application of deep learning within distinctive AI fields in weekly seminars

Cheil Pengtai

Account Department | Assistant Account Executive Intern

Beijing, China

07/2019-08/2019

- Coordinated client needs with creative department for Samsung Note 10 arrival ad and marketing event promotion
- Conducted market research, competitor analysis, and user survey, and contributed plot ideas to video ads

PROJECTS

Red Bull XR Edition Hackathon

MyGroove XR Instrument Learning App | UI/UX Designer

Santa Monica, CA

09/2023

- Won First Prize among 16 teams by building an interactive 3D virtual drum kit with band accompaniment in Unity
- Created storyboard and user journey map, prototyped UI design and interaction features of key modules

University of Rochester

"Flowing Signal" Instructional Game Capstone Project | Project Manager, UI/UX Designer

Rochester, NY

08/2022-05/2023

- A Unity-based instructional game that enables beginner audio engineers to practice studio signal flow online

- Boosted studio efficiency at 40% and won #1 Outstanding Capstone of the Year
- Collaborated with engineers, designers, and technicians from research, prototyping, design, to testing and marketing
- Designed UI and marketing content; constructed UX framework; provided technical support in audio engineering

SKILLS

- **Language:** Bilingual in English and Mandarin, elementary proficiency in Spanish and Korean
- **Data Analysis, Programming & AI:** Tableau, HTML/CSS, ChucK, Dart, ChatGPT, Midjourney, DALL-E, AIVA
- **Office Software:** Microsoft Office (Word, PowerPoint, Excel)
- **Design, Video Editing, & Prototyping:** Adobe Creative Suite (Ps, Ai, Pr, Id), Figma, WordPress