

LU KANG

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Date of birth: March 1999



Communications and project operations professional with over three years of experience delivering university events, exhibitions and brand initiatives. Skilled in stakeholder engagement, cross-functional coordination and cross-cultural communication.

EDUCATION

Xi'an Jiaotong-Liverpool University

Sep 2021 - Mar 2023

Master's in Industrial Design | School of Design | Full-time

- **Graduated with Merit.** Program taught entirely in English; degree awarded by the University of Liverpool, UK. Developed an international perspective on design.

Wenzhou-Kean University

Sep 2017 - Jun 2021

Bachelor's in Graphic Design | College of Architecture and Design | Full-time

- Program taught entirely in English; degree awarded by Kean University, USA. **GPA: 3.47/4.00; top 10%** of the college.
- Second-tier Dean's Scholarship, School of Design, 2020 academic year; top 5% of the college.

PROFESSIONAL EXPERIENCE

Wenzhou-Kean University

Apr 2023 - May 2026

Visual Communications Specialist

Department of Communications and Public Relations

1. WKU Museum: From Concept to Launch

- Delivered an **800 m² university museum** from the ground up in **six months**, including 12 interactive exhibits. Welcomed **7,000+ visitors** in its first year, supporting government visits, admissions activities and university brand communication.
- **Led cross-functional coordination across 13 internal units** to develop and deliver museum content. Aligned the foundation, six colleges and teams in student affairs, campus construction, logistics, university administration, research administration and the Youth League on archival material integration, content review and exhibition development. Recruited and trained **10 student volunteer guides** and established an ongoing visitor reception process.
- Addressed the limited narrative depth of a conventional timeline for a young university by creating a "Tides" theme. Developed the **storyline and exhibit concepts**, turning dispersed archival materials into an accessible visitor experience.

2. Major Event Operations and Coordination

- Supported the China-US people-to-people exchange project matchmaking meeting and photo exhibition, together with the university's 10th-anniversary events. Managed media reception and liaison with government visitors, and advised student teams on on-site delivery. Organized a decade of exchange-related news and images into a cohesive exhibition and contributed to launch-ceremony planning and execution. The event series attracted **2,000+ Chinese and US experts** and received coverage from **CCTV** and multiple provincial media outlets.
- Led communications and publicity for **30+ university events**, including commencement, opening ceremonies, international cultural festivals and intangible cultural heritage programs. Managed visual communication plans, schedules and on-site execution; partnered with student affairs, the library and colleges to support **100+ campus culture and student-service initiatives**.

PROFESSIONAL EXPERIENCE | CONTINUED

Wenzhou-Kean University | Visual Communications Specialist

3. Content Operations and Brand Communications

- Planned bilingual cultural content and international distribution. Contributed to *The Beauty of Place*, which won a **Best Work Award** at an international short-video competition; *Three Questions About Covered Bridges* generated **over one million views** on overseas platforms.
- Helped manage Instagram, X and YouTube channels, supporting the university's international brand presence and content distribution.
- Contributed to editorial planning for the university's WeChat official account. Produced **10+ themed pieces annually** around milestones such as the start of the academic year and graduation, using infographics and interactive articles to improve readability and engagement.
- Coordinated publication production, leading teams through information gathering, layout, review and printing. Oversaw visual proofreading and printer liaison for the university magazine, yearbook and other materials, producing approximately **5,000 copies annually**.

4. Admissions and Stakeholder Communication

- **Managed undergraduate recruitment and parent communication** for Jiangxi Province. Participated in 10+ admissions fairs, education forums, information sessions and livestreams annually. Built and maintained parent communication groups, advising applicants and families on admissions policies, academic programs and campus life.

RESEARCH PROJECT

Project Lead 2025

Wenzhou Annual Philosophy and Social Sciences Research Program

- **Independently led user research and solution design**, conducting three field studies, 13 semi-structured interviews and collecting **148 valid questionnaire responses**. Used the findings to develop a digital heritage preservation model and an **AR proof-of-concept demo**.

SELECTED HONORS & AWARDS

Outstanding Contribution to Admissions, Wenzhou-Kean University 2025

Best Work Award, 7th "My China Story" International Short Video Competition; contributing team member, *The Beauty of Place* 2025

Outstanding Employee of the Year 2024, Wenzhou-Kean University Mar 2025

Picto-Furniture for Shanghai Tilanqiao - selected for Milan Design Week 2023 (international) Jan 2023

Dialect Reborn - finalist, Packaging Design, Macau Design Award 2021 (international) Sep 2021

Observations on the Wenzhou Dialect - finalist, Multimedia and Interaction, 21st Platinum Originality Competition (international) Jan 2021

SKILLS & LANGUAGES

AI tools: Codex, ChatGPT, Gemini, Jimeng AI
Office & collaboration: Feishu (Lark), Microsoft Office, Meta Business Suite
Design: Figma, Adobe Creative Suite, Unreal Engine 5
Languages: Mandarin Chinese (native); **English (fluent)**