

# Evelyn Yu

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## Business Developer/Partnership Management Full-time Opportunities

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### Education

<b>Carnegie Mellon University, Entertainment Technology Center (ETC).</b> Master of Entertainment Technology	<b>Pittsburgh, USA</b> 08.2018 - 05.2020
<b>Waseda University, School of International Liberal Studies</b> B.A. in International Liberal Studies	<b>Tokyo, Japan</b> 09.2010 - 09.2014
<b>Jean Moulin University (Lyon 3)</b> D.E.U.F. Student Exchange Program	<b>Lyon, France</b> 09.2012 - 06.2013

*Relevant courses: Building Virtual World, Media and Communication, Business, Interaction Design Overview*

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### Skills

- Language: Mandarin (native), English (business level), Japanese (business level)
  - Software: Microsoft Office Excel, Word, Adobe Photoshop, Adobe Illustrator, Sketch
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### Work Experience

<b>Game Publishing and Marketing Internship</b> , Netease Games, China	<b>06.2019 - 08.2019</b>
<ul style="list-style-type: none"><li>• Designed and presented new social media campaign ideas. (Twitter and official website)</li><li>• Prepared detailed and effective marketing plans and game reviews for Japan mobile game market.</li></ul>	
<b>Business Developer</b> , WeGames Corporation, Taiwan	<b>08.2015 - 10.2017</b>
<ul style="list-style-type: none"><li>• Facilitated platform relations (Google Play, Apple) and found ways for cooperation to drive more users.</li><li>• Successfully partnered with Google Play and received 10+ key features/promotion on platform in 2 years.</li><li>• Streamlined all communications with Japanese partners.</li><li>• Coordinated with cross-functional teams (Publishing, Marketing, Game-testing) and oversaw title launches.</li></ul>	
<b>Business Developer</b> , Wayi International Digital Entertainment, Taiwan	<b>11.2014 - 06.2015</b>
<ul style="list-style-type: none"><li>• Evaluated the trends of best-selling games in the market.</li><li>• Maintained partner relations. (15+ Japanese game developers)</li><li>• Explored license-in business of foreign mobile games.</li></ul>	

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### Academic Project

<b>Graphic and Experience Designer, Block Party (Current Project), ETC, CMU</b>	<b>Fall, 2019</b>
<ul style="list-style-type: none"><li>• Oversee production of advertising copy and graphics to ensure total alignment with stakeholder needs</li><li>• Design a MR interactive experience of popup installation with computer vision recognizing LEGO.</li></ul>	
<b>Graphic and Experience Designer, Universal Insignia (Past Project), ETC, CMU</b>	<b>Spring, 2019</b>
<ul style="list-style-type: none"><li>• Applied a human-centered approach to design pleasant and cohesive visual elements of iPad application.</li><li>• Designed a self directed and interactive experience on iPad for the Kindergarten students.</li></ul>	
<b>Producer and Sound Designer, Building Virtual World (Course Project), ETC, CMU</b>	<b>Fall, 2018</b>
<ul style="list-style-type: none"><li>• Utilized brainstorming and Agile development for a 2-week rapid implementation project per round, 5 round in total.</li><li>• Designed sound effect and background music in VR/AR experience of storytelling and games.</li></ul>	