

# Vicky Wang

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## EDUCATION

### New York University | New York, NY

Bachelor of Fine Arts in Interactive Media Arts

- **GPA: 3.91/4.0 (Dean's List)**
- **Core Courses:** Building Creatures for Interactive 3D, Computational Image Deconstruction, Creative Computing, Machine Learning for the Arts, Networked Media, User Experience Design, Front-End Web, Introduction to Computer Programming, Data Science for Life's Big Questions

Sep 2022 - May 2026(Expected)

## INTERNSHIP EXPERIENCE

### Spicy Comedy | Shanghai, China

Dec 2024 - Jan 2025

Design Intern

- Produced visual materials for 10+ episodes of the talk show, including promotional posters, social media content, and on-stage backdrop displays, to ensure consistent visual style aligned with the brand identity.
- Participated in offline event execution, assisting set design, lighting, and photography teams with on-site setup and workflow coordination to ensure smooth show operations.
- Collected audience and team feedback and helped refine visual concepts and interactive segments, resulting in around a 10–15% increase in social media engagement and heightened audience participation during live events.

### Publicis Groupe | Shanghai, China

June 2024 - Aug 2024

Art Intern

- Created advertising materials for Heineken's UEFA Euro 2024 campaign, including match posters, video promotions, and holiday posters, resulting in increased brand awareness across platforms.
- Designed visual content using Photoshop and Illustrator and produced 12 videos with Premiere Pro to boost audience engagement and interaction.
- Conducted competitive analysis, market research, and audience targeting for IP protection and social media strategies.
- Featured campaign designs for Heineken in the Round of 16, Quarterfinals, and Finals across TikTok, WeChat, and in-person events in China.

### A Space Gallery | New York, NY

Mar 2024 - May 2024

Gallery Assistant Intern

- Assisted in the layout and thematic design of exhibitions, collaborating with artists and curators to enhance the exhibition's narrative and coherence.
- Managed social media by creating graphics, memes, and promotional content on Canva and Photoshop, amassing over 10,000 views.
- Produced exhibition videos and artist interviews, designing visual narratives to guide audiences through the themes and contexts of the artwork.

### Yamu Networks | Shanghai, China

July 2023 - Aug 2023

Front-End and Back-End Intern

- Optimized website performance by refining front-end code with JavaScript, CSS, and HTML, enhancing the user interface and experience.
- Configured domain records and improved DNS settings to boost system stability and reduce latency, supporting higher engagement.

## RESEARCH EXPERIENCE

### Computer Music Synthesis and Composition

June 2025 - Aug 2025

Team leader, Supervisor: Prof Roger B. Dannenberg

- Led a 14-member team and used Nyquist for algorithmic music composition, creating nostalgic and immersive electronic sounds through rhythmic patterns, waveform synthesis, filtering, and envelope control.
- Analyzed BPM, timbre layers, and drum loops of multiple music samples, applying randomized algorithms and distortion effects to generate five compositions, iteratively refining and selecting the final pieces based on musical structure.

## EXTRACURRICULAR ACTIVITIES

### Adobe.NYU, Member

Sep 2025 - Dec 2025

- Used Illustrator and After Effects to produce an NYU graduation ceremony video; designed promotional posters for a pre-launch energy spray brand.

### New York University Chinese Student Association, Volunteer

Sep 2024

- Coordinated a freshman orientation event for 200+ participants and developed promotional materials and social media campaigns to enhance the association's visibility and gather feedback for continuous improvement.

## SKILLS & INTERESTS

**Programming Languages:** Python, JavaScript, Node.js, p5.js, ml5.js, HTML, CSS

**Design & Media Tools:** Photoshop, After Effects, Premiere Pro, Figma, Blender, TouchDesigner, Arduino, Canva

**Interests:** Photography (Freelance photographer in NYC), Video Production (1st Place Winner in 2023 China 48-Hour Film Project), Calligraphy (Skilled in soft brush calligraphy, hard pen calligraphy)