

HANWEI ZHU

Contact

Website: hanweizhu.com
Email: henry95918@126.com
Cell: +1 239-404-0658

Education

Boston University

September 2014 – September 2018
B.S. in Communication. Majored in Advertising.

Experience

Project Executive, Digital | Havas Health & You

March 2020 – Present | Shanghai, China

- For one of world's largest consumer healthcare company, developing the following for its e-commerce operation in APAC: localized CX guidelines, a collaborative calendar and a multi-layered data dashboard for e-commerce/O2O/digital marketing teams, and integrated best-practice sharing system
- For Sanofi's global media pitch, reported on China's CX & data to client senior management as China Lead
- For a leading pharmaceutical company, implemented the 2020 digital transformation product roadmap in China. Designed and managed the development of new operation platforms encompassing online meeting, CRM, data integration, and resource sharing, increasing online meeting monthly average by 41% and NPS by 30%
- Designed, prototyped, and managed the development the Havas China's own healthcare influencer finder.
- Designed and prototyped WeChat-based tools for patient education and sales training for multiple clients.

Digital Designer | Lavit

March 2019 – Nov 2019 | New York City

- Designed, built, and launched new main site. Optimized its responsiveness and performance for mobile.
- Designed and conducted usability test for Lavit hardware products. Designed new product packaging.
- Revamped Facebook Ads strategies, increased user engagement by over 3 times.
- Designed new packaging for Supernaturals™ beverages. Shot product videos and photos.

Freelance Digital Marketer & Web Designer

Aug 2017 – Present | Multi-national

- Designed Snapchat campaign targeting college-aged renters for real-estate agency in Boston. Developed new digital strategies using Google Analytics and Facebook Ads.
- Designed and developed website for OnPitch, Boston University's Chinese music club

Production Assistant Intern | Beijing-Eye

Summer 2016 & 2017 | Beijing, China

- Assisted in the video and print commercial production for Audi, BMW, WhaleyTV, and Chinese clothing brand Septwolves. Coordinated and interpreted for international crews.

Skills

Software

Sketch, Invision
Axure RP8
HTML & CSS
Python
Javascript
Notion
Adobe CC
Excel

Product

Rapid Prototyping
Style Guide & Pattern Library
Comprehensive Sitemap
Workflow Mapping
User Research
Storyboarding

Other

Product Strategy
Project Management
Creative Development
Presentation
Video Production
Mandarin Chinese

Certificates

Hatch Awards

2018
Student Campaign
Silver Awards

Codecademy

2019 – 2020
Learn HTML 5, Learn CSS, Learn
Javascript, Learn Python 3,