

Xuanyi Zhang

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PROFESSIONAL SUMMARY

- Cross-disciplinary new graduate combining strong numerical and critical data analytics/visualisation skills with foundational expertise in arts curating and administration
- Experienced in art advisory, content creation and customer-centric roles, adept at leveraging technical skills to derive insights from complex information

EDUCATION

Goldsmiths, University of London

09.2023 – 09.2024

Master of Arts in Digital Media - Data Visualisation (Distinction)

London, England

- Modules: Digital Media Practice (SQL and R) and Theories; Software Studies; Embodiment and Experience
- Relevant Project: [Analysed London's night bus service](#) by mapping service data against socio-economic indicators to identify correlations, employing R Studio and related packages, governmental databases, open-street maps, and GIS software

Sichuan Fine Arts Institute

09.2016 – 07.2020

Bachelor of Fine Arts in Arts Curating and Administration

Chongqing, China

- Main Modules: Art History; Art Criticism; Arts Administration; Cultural Theory; Basics of Anthropology
- Achievements: Vice President, Students Union; Third-Class Scholarship (top 10% per year); Internationalised Art Elites Programme Scholarship (only 19 awardees at university level)
- Relevant Project: Contributed curatorial works in multiple solo exhibitions and a large-scale art biennale, handling tasks including content editing, artists liaison, information management, event preparation, and more

WORK EXPERIENCE

Shenzhen Eleven Cultural Development Co., Ltd.,

07.2022 – 12.2022

Art Advisor & Digital Media Specialist

Shenzhen, China

- Developed and implemented a data-driven matrix for evaluating artists' academic and market potential, contributing to the company's artist selection
- Conducted in-depth art market analyses to provide tailored advice on art collections, cultivating relationships with potential clients through personalised consultancy services
- Generated an average of several qualified leads per day through strategic social media content across multiple platforms and direct customer interactions

Apple Inc. (Retail)

09.2020 – 03.2022

Apple Store Specialist

Shenzhen, China

- Delivered first-class service and solutions through effective probing and scenario-based narratives in one of the busiest stores in the Greater China market
- Achieved customer satisfaction scores 8% above store average (81 vs. 75) and recorded trade-in customer rate 60% higher than store average (24% vs. 15%)
- Effectively managed and resolved customer complaints, adhering to company policies and business conduct guidelines

INTERNSHIP EXPERIENCE

CAAN - Chinese Artists in America Network

05.2022 - Present

Writer & Editor

Remote

- Contribute content on global art scenes, including news, exhibitions, market trends, and more
- Hone research in media-related art and writing skills while staying current with contemporary art world

SKILLS

- **Technical Skills:** Microsoft Office Suite, Affinity Suite, SQL, R, Tableau
- **Certificates:** Google Data Analytics (Coursera, finished); Web Developer Bootcamp (Udemy, ongoing)
- **Languages other than English:** Chinese (native), German (beginner)