YIFAN CAO

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HKUST. Clear Water Bay. Kowloon. Hong Kong. China

RESEARCH INTEREST

Data Visualization:
- Data art for Digital Humanities
- Visual Analytics (VA) for blockchain data

Human Computer Interaction (HCI):
- Social computing
- AR applications

EDUCATION

Zhejiang University (ZJU)   *09/2013-06/2017*

    School of Humanities, School of Chinese Language and Literature/Chu Kochen Honors College

    B.A. in Chinese Language and Literature   **GPA: 3.97 /4.0**

    Honors: The Third-class Scholarship in 2014 & the First-class Scholarship in 2015

Duke University   *07/2016-08/2016*

    Course: Linguistic and Media   **GPA: 4.0/4.0**

Chinese University of Hong Kong (CUHK)   *08/2017-11/2018*

    Faculty of Social Science, School of Journalism and Communication

    M.A. in Globalization and Communication   **GPA: 3.30/4.0**

Hong Kong University of Science and Technology (HKUST)   *09/2020-*

    Individualized Interdisciplinary Program (Computational Media and Arts)

    Ph.D. candidate

RESEARCH & PAPERS

Yifan Cao, Meng Xia, Kento Shigyo, Furui Cheng, Qianhang Yu, Xingxing Yang, Hongkun Liu, Wei Zeng, Yang Wang, Huamin Qu (2023, Feb). NFTeller: Dual Centric Visual Analytics of NFT Transactions. In 2023 IEEE International Conference on Big Data and Smart Computing (IEEE BigCamp)

Jin Tian, Yifan Cao, Lingyi Feng, Dongting Fu, Linping Yuan, Huaming Qu, Yang Wang, Mingming Fan* (2022). PoeticAR: Reviving Traditional Poetry of the Heritage Site of Jichang Garden via Augmented Reality. in 2022 International Journal of Human-Computer Interaction (in press)

Wang, Y., Wang, Y., Cao, Y., Qu, H., Tang, J., & Wu, Y. (2021, October). Explore Mindfulness Without Deflection: A Data Art Based On The Book Of Songs. In 2021 IEEE VIS Arts Program (VISAP) (pp. 73-84). IEEE.

*Cao,Y. (2016，May). The Transmission Mechanism of Beauty Cognition: a Study on the Relation Between the Shaping of Symbols and the Cultural Hegemony from the Perspective of Aesthetic Distinction*s, *Journal of News*

Cao,Y. (2016，June). Formulation and Accumulation of Chinese Ancient Poems: taking Chant of White Hair as An Example, Journal of Language and Literature Studies, ISSN1672-8610, CN: 15-1064/H, Inner Mongolia Normal University

WORK EXPERIENCE

Tencent (0700 HK Equity) Content Operation-Level_2-1 Internet Portal Department　　*08/2018-10/2019*

- **Media operation:**
    1. WeChat Official Account "Quanmeipai"：topic selection meeting host, manuscript review and edit, public opinion monitor
    2. Tencent News APP media channel：content monitor and audit
    3. "Top View" applet：information operation, UGC content review; from 0 to 1 to build "Top View" WeChat Official Account
    4. Interview Harry Edelson, the Chairman of the Advisory Board for Arcis Capital Partners；Pierre S. duPont，the heir of Du Pont family；Yuquan Wang, Venture Capitalist; Fan He, Professor from Peking University.
- **Brand building and user operations:**
    1. "Top View" applet related PR work: KOL development and maintenance, PR draft review and write, peer and cross-border cooperation
    2. Build Tencent News: Innovation Operations Department Communication Package: organize online activities associating with Economic & Technology Topics; plan, invite and organize related issues, personal interviews, online community enhancement, promotion, retention, etc.
- **Coaching and training interns**

Jazzyear Journalist Media Department　　　　　**Beijing**　　　　　*11/2019- 06/2020*

- **Brand building**
    1. Interview practitioners within science & technology industries and collect first-hand insights from AI/automatic driving/data processing etc. industries
    2. Write comprehensive industry analysis for CEO/PE from science & technology industries
    3. Write non-fiction stories featured as humanistic and also scientific to gain public acceptance
    4. Pitch Jazzyear Contents to targeted boutique clients (Founders of Technology Firms and Venture Capitals)
- **Business cooperation**
    1. Accomplish and publish marketing articles according to PR's requirement
    2. Facilitate co-founder, business manager and FA group reach potential clients