

Yujun/Katherine Chen

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Research Interests

Virtual Production: The Evolution of Cinematic "Hyper-Reality" in the Algorithmic Era

Education

- 2015–2019 **DePaul University, Master of Fine Art in Film**
GPA 3.79/4 MBA: Operation Management, Marketing
- 2013–2015 **Hong Kong Baptist University, Bachelor of Cinema and Television**
Relevant Coursework: Mass Communication; Media Research Methods
- 2011–2013 **Hong Kong Baptist University, Teaching English as a Second Language**
(Transferred)

Research Experience

Master Researcher

- 2017 **Wuxia to Kung Fu: Evolution of Hong Kong Action Cinema under Shaw Brother**
Pioneered in-depth archival dives into the Shaw Brothers studio's transformative journey from the 1920s to 1980s.
Dissected the studio's monumental influence on martial arts cinema and spotlighted visionary directors.
Showcased findings at a pivotal graduate symposium on Asian film history.
- 2016 **DePaul University, College of Computing and Digital Media**
Compiled a database from 95+ articles, revealing diversity's influence on revenue and global studio strategies.
Authored ten reports on global film adaptations, underscoring distribution trends and audience shifts.
Orchestrated research on story frameworks, dissecting conventional narrative arcs and the hero's journey.
Crafted 8+ script coverage, pinpointing strengths and areas of improvement in peer submissions.
Conducted analyses of over 50 films, extracting genre, plot, and cinematic evolution insights.
Piloted 20+ film projects, infusing research insights into the cinematic narrative.

Undergraduate

Researcher

- 2015 **Copyright Awareness and Media Download Behavior among Students in China**
Administered a questionnaire, analyzing data in SPSS using frequency, crosstab, and correlation methods.
Generated a report on China's copyright evolution, intellectual property, and media piracy.
- 2014 **Auteur Theory and Cinematic Styles Analysis**
Spearheaded a comparative study of Ingmar Bergman and Robert Bresson's styles using film analysis tools.
Delved into Billy Wilder's film style and thematic evolution to highlight his cinematic legacy.
Scrutinized the strategic color usage in Yi-Mou Zhang's "Red Sorghum" and its narrative impact.
Pioneered research using varied methodologies to elucidate cinematic styles and auteurs' impact.

Film Experience

Dust in the Wind

[video preview]

- 2020 Official Selections: Orlando International Film Fest, etc. (9 in total)
Finalist: Wales International Film Fest, Cyprus International
Award Winner: Tripvill International, Independent-Star Munich

Bury

[video preview]

- 2019 Official Selections: Rolling Ideas, Reel East Texas, etc. (4 in total)
Finalist: Rome Prisma Film Awards

Promise Me

[video preview]

- 2019 Official Selections: San Francisco Short, etc. (7 in total)
Semi-Finalist: BLASTOFF
Award Winner: Falcon International Film Fest

Memories

[video preview] 2018 Official Selections: Vegas Cinefest International Fest, etc. (6 in total)
Semi-Finalist: AltFF Alternative, Blow-Up Arthouse, etc. (3 in total)
Award Winner: Feel The Reel International Film Fest

The Sword in Qin

[video preview] 2018 Official Selections: Bharat International Film Fest, etc. (6 in total)
Semi-Finalist: ShanghaiPRIDE Film Festival
Award Winner: India Film Fest, WorldFest-Houston, etc. (3 in total)

Employment

2023– **Yalong International** Senior Manager, Mobile Game Distribution
Led game distribution projects on platforms like Bilibili and TikTok, optimizing for industry trends and user needs.
Refined strategies based on user requirements to enhance business outcomes and stay ahead of industry shifts.

2021–2023 **Ernst & Young EY waverspace™** Videographer, Editor, and Designer
Spearheaded video projects for clients like Shiseido, Dow, and Dior, transforming visions into visual narratives.
Led in the Metaverse Lab, aiding clients in embracing the decentralized Metaverse and Web3 economy.

2020–2021 **Y-Platform (Multi-channel network)** Producer
Crafted 30+ viral videos with premium content, amassing 7.2M TikTok followers and 4M Bilibili subscribers.
Streamlined coordination among crew, influencers, and clients like Peking University and People's Daily.

2017–2020 **Homy Casa, Inc.** Project Coordinator, Photographer
Liaised between Chinese factories and top US B2B clients like Amazon, Walmart, and Wayfair, driving sales through market analysis and enhanced marketing materials, including videos and catalogs.

2016 **Stagecoach Entertainment** Script Reader
Analyzed scripts, offering coverage of critical elements and pinpointing potential hits for varied audiences.

2015 **Phoenix Satellite Television** Documentary Director
Directed and edited documentaries, ensuring compelling narratives and top-tier production quality.

2015 **Xiamen Television Station** News Director
Delivered news content from ideation to broadcast, ensuring cohesive storytelling and high-quality production.

Leadership Experience

[video preview] 2022 **Smart Customer Service Experience Innovation Forum.** Consultant, Videographer, Editor
Directed high-quality forum production, ensuring seamless collaboration and top-tier quality.

2021 **CCTV-10 Sustainable Fashion & Health Tech Foundation.** Media Operations Strategist
Championed the project, turning vision into reality through adept media management.

2021 **Sanyouxing Hangover Relief Products.** Consultant, Media Operations Strategist
Steered the brand's digital trajectory on TikTok and Bilibili, amplifying engagement and reach.

Teaching & Mentoring

2015 **Artist Coach/Arts Portfolio Mentor**

2013 **Art Teacher** Volunteer at Daping Primary School, Dayi Town, Wangmo County, Guizhou

2013 **English Teacher** Intern at Zhuhai Third Primary School, Guangdong

Technical Skills

Audio Editing Audition; Pro Tools	Design Tool Figma	Graphic Design Photoshop; Procreate;
3D Modeling C4D; Blender;	Adobe Illustrator	Spline; Mental Canvas
Unreal Engine	Web Design CSS; HTML	Programming Language Python; C++

Language

English: Fluent; **Mandarin:** Native; **Taiwanese:** Native;
Spanish: DELE Spanish Diploma-Level A2