




# Hsuan-Ze(Oscar) Lin

Marketing Communication / Video Production

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## PORTFOLIO WEBSITE:

<https://hsuan-zeoscarlin.myportfolio.com/>

## EXPERIENCE

2021 JUN

-

2023 JAN

NEW TAIPEI CITY,

TAIWAN

### HTC VIVE

Video Production Designer, Marketing

- Responsible for VIVE Flow/ VIVE XR Elite products launching commercial/ marketing series (Increased **1000%** official website traffic comparing to previous contents on HTC channel)
- Responsible for content marketing of HTC VIVE products in the **Taiwan, Europe and North American markets.**
- Online and Offline Marketing Integration: During the campaign period, generated more than **200%** the revenue for VIVELAND Syntrend and VIVELAND Kaohsiung.

2020 SEP

-

2020 OCT

ZURICH,

SWITZERLAND

### Zürich Film Festival

Video Journalist, Marketing

- Produced Marketing contents and managed the Instagram account, @zurichfilmfestival
- Create Localized content: for Swiss audiences, and promoting three key works featured at ZFF 2020: "My Prince Edward" by Norris Wong, "Maddy the Model" by Jane Magnusson, and "Coded Bias" by Shalini Kantayya.

2020 JUN

-

2020 AUG

TAIPEI,

TAIWAN

### JL DESIGN Inc.

Production Intern

- Project Management Team: Responsible for GHA 57th ceremony design and website production
- The team represented the company in pitching proposals to clients, including China Airlines, ASUS, okamoto and TSMC.
- Collaborated with the marketing agency Sunbathe Creative, overseeing the annual marketing project for the Golden Horse Awards.

2019 JUL

-

2019 SEP

TAIPEI,

TAIWAN

### Rayark Games Inc.

Marketing Intern

- Producing marketing contents of Rayark games, including Cytus, DEEMO, MO: Astray, and Sdorica
- Retail Marketing Planning includes Themed Café program in Seoul/ Tokyo and Rayark Concept Store
- Responsible for negotiating sponsored streaming collaboration details with KOLs
- MO:Astray (STEAM): Planned the STEAM page launching marketing campaigns

## EDUCATION

2023 FEB

-

2024 OCT

SYDNEY,

AUSTRALIA

### The University of Sydney (USYD)

Master of Moving Image

Focus Courses:

- Moving Image Production
- Mixed Reality Production
- Digital Effects for Film (After Effects)
- Hollywood Industry and Netflix
- Narrative Elements (script writing)

Awards:

- Screen It International (Queensland): Finalist (2024)
- Young Australian Film Festival (Melbourne): Official Nominee (2024)
- Sydney College of the Arts Showcase Prize: Jury Award for Best Film (2024)
- Begin Film Festival(Santa Monica): Official Nominee (2024)

2020 SEP

-

2021 JAN

ZURICH,

SWITZERLAND

### Zürich University of the Arts (ZHdK)

BFA, Cast/ Audiovisual Media (exchange program)

Focus Courses:

- The Documentary Web Video - Camera Work, Editing, Assembly (ELIA Biennial 2020)
- Project: Video Coverage from the Film Festival (#ZFFDaily)
- Visual Storytelling and Animated Explanatory Videos with After Effects

Activities:

- Partnered with Statistic Office of Zürich to create a series of Animated Infographics regarding gender equality issues in Switzerland

2018 AUG

-

2021 JUN

TAIPEI,

TAIWAN

### National Taiwan University (NTU)

Beachelor of Science in Communication

Focus Courses:

- Visual Communication; Independent Study on Entertainment Industry; Integrated Marketing Communication; Marketing; Research Method for Social Science

Awards:

- Won "U-Start" Entrepreneurship Program, Ministry of Education, Taiwan
- ATCC, Case Competition (Ranked Top 13, 2019)

## SKILLS

### Language

- Mandarin Chinese: Native
- English: TOEIC: 935 / TOEFL iBT: 100
- Japanese: JLPT N2

### Video Post-Production

- Davinci Resolve; Apple Final Cut Pro; Apple Compressor; Adobe Audition; Pro Tools

### Motion Design

- Adobe After Effects; Unreal Editor(Engine) 5

### Graphic Design

- Adobe Illustrator; Abohe Photoshop; Adobe Lightroom Classic