

## Rui (Rae) Zhang

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### EDUCATION

**University of Rochester** (Rochester, NY) 2022 - Anticipated May 2026  
Bachelor of Arts, Double Major in Digital Media Studies and Business  
• GPA: 3.82 Awarded Dean's List (Academic Excellence Recognition)

**The Waldorf School of Garden City** (Garden City, NY) Middle & High school 2017 – 2022

### WORK EXPERIENCE

**University of Rochester Teaching Assistant** (Rochester, New York) August 2024 - Present  
• DMST 101 - Intro Digital Media Studies, Fall 2024  
• DMST 102 - Programming Digital Media, Spring 2025  
• CSC299W - Social Implications of Computing, W 2025 Fall

**University of Rochester Admissions Interviewer** (Rochester, New York) August 2024 – Present  
Admissions & Financial Aid Department  
• Conduct structured interviews with prospective students and evaluate their alignment with the university's values.  
• Prepare comprehensive interview reports to support admissions decision-making.  
• Coordinate interview scheduling and manage communication logistics.

**University of Rochester Digital Media Assistant** (Rochester, New York) February 2024 – Present  
University IT Department  
• Provide technical support to students and faculty in the Rettner Digital Media Lab.  
• Maintain and monitor lab environment; enforce policies to ensure safe, efficient workspace operations.  
• Train customers on digital media tools such as video editing, 3D printing, and photo production software.  
• Manage equipment lending, asset tracking, and workflow organization.

**Goofish Digital Commerce Specialist** (Remote) May 2023 – Present  
• Managed an online store on Goofish (Chinese equivalent of eBay), maintaining 3,000+ daily page views.  
• Handled 20+ customer inquiries per day and achieved an average 10% conversion rate, resulting in 40+ successful transactions in the last 30 days.  
• Ensured 100% customer satisfaction through responsive communication and problem resolution.

**Jiangyin Converged Media Center Internship** (Wuxi, Jiangsu) May 2024 – August 2024  
• Wrote scripts based on audience analysis to enhance storytelling and viewer engagement.  
• Directed and filmed video content for newsroom and media distribution channels.  
• Edited video materials using non-linear editing software to improve pacing, clarity, and visual impact.

### AWARDS

<b>Dean's List</b> , University of Rochester (Multiple Semesters)	2022-2026
<b>Continuing Student Scholarship (\$1,500)</b> , University of Rochester	2025
<b>First Prize</b> , DandyHacks'24 Hackathon (Game Design)	November 2024
<b>First Prize</b> , UR Xcalibur Game Jam (Game Design)	March 2025
<b>Nominee</b> , Tom Hope Media Scholarship – DMST 120 Video Game Design project	December 2024
<b>Ferrari Humanities Grant</b> – Narrative Game Development (with Prof. Shottenfeld)	May 2025
<b>Epic Games Grant</b> – Collaborative Development Project (with SUNY Brockport)	August 2025

### SKILLS

- |                        |                                   |
|------------------------|-----------------------------------|
| • Adobe Creative Suite | • Public Speaking & Communication |
| • Video Editing        | • Application Design              |
| • CAD Drawing          | • UI/UX Design                    |
| • HTML and CSS         | • Audio & Music Engineering       |

### ACTIVITIES

**University of Rochester CSA** (Rochester, New York) September 2023 – Present  
I work in the publicity department, where I am mainly responsible for typesetting and publicizing the various activities of our organization to generate interest from others.

**International Red Cross** 2020 – 2021  
As a member of the International Red Cross, I volunteered and donated to various COVID-19 community health events, including distributing masks and PPE.