



YUTONG LIU

Instructional Designer

CONTACT

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EDUCATION

MASTER OF ARTS: INSTRUCTIONAL TECHNOLOGY

Jan. 2018 - Dec. 2019

California State University
San Bernardino

BACHELOR OF ARTS: ENGLISH LITERATURE

Sep. 1999 - Jul. 2003

Xi'an International Studies
University, China

COMPUTER SKILLS

Camtasia/Snagit
Unity/Unreal Engine
C#
Swift/Xcode
WeChat Platform Design
Artec 3D scanning/modeling
Adobe Aero
Adobe Dimension
Microsoft Office Suite
Sketch Up
HTML

ABOUT

CSUSB M.A. program of Instructional Technology not only provided Yutong relevant and practical technologies but also enhanced her comprehensive learning theories and pedagogical approaches. Presently, Yutong is mainly focused on active learning course design and learning management system programming. What she accomplished for the SmartSparrow course of Chem216 and the CahuillaArts101 AR Apps have been highly appreciated by the team and professors. As an experienced and enthusiastic professional with more than 13 years of excellent experience developing and delivering dynamic media communication content and facilitating highly successful training programs, Yutong Liu is confident that she would significantly contribute to the success as an Instructional Designer in higher education settings.

CORE COMPETENCIES

Augmented Reality App Design	3d scanning and modeling
Tutorial Video Design and Produce	Chinese Social Media Strategies
Adaptive Learning Course Design	Campaign Evaluation
Higher Education Multimedia Instruction	Competitive Analysis
International Students Advising	Flexible Traveling

EXPERIENCE

INSTRUCTIONAL DESIGNER

ATI CSUSB | Mar 2019 till now

- Lead the AR team for immersive learning STEAM course design
- Assistant faculty to edit adaptive learning activities via SmartSparrow platform;
- State instructional end goals and create content that matches students' needs;
- Visualize instructional graphics, the user interface, and the finished product;
- Create supporting material/media (audio, video, simulations, virtual lab, etc)

PARTNERSHIP PROGRAM STUDENT ASSISTANT

CISP CSUSB | Sep 2017 - Dec 2018

- Translate marketing documents in a timely manner for Chinese students recruitment
- Serve as liaison between students and their Academic Adviser
- Short term/camp program design and onsite management

PUBLIC RELATIONSHIPS CONSULTANT

Pegasus Public Relationships | Oct 2007 - Dec 2013

- Assess social media marketing strategies to determine the rate of return. Identify and tap into new channels to optimize ROI and fuel revenue growth
- Providing PR strategies to clients and help them specify their target audience
- Trained the presentation team and provide them with regular workshops

JOURNALIST/ONSITE REPORTER

Shaan Xi TV | Oct 2002 - Sep 2006

- Generate ideas for stories, researched stories through personal contacts, the internet, and hotline
- Speak directly to camera or tape
- Adapt material for use in other formats and programs