SHUNI ZHU

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ART-HISTORICAL RESEARCH | CATALOGUING & DOCUMENTATION | EDITORIAL & DATA SYSTEMS

PROFILE

Art historian and research-focused content strategist with an MA in Art History from Columbia University and scholarship spanning Impressionism and early 20th-century American modernism. Experienced in primary- and secondary-source research, artwork cataloguing, provenance, exhibition-history and bibliographic research, close visual analysis, and digital exhibition curation. At TikTok and ByteDance, built taxonomies, editorial standards, documentation frameworks, and multilingual information systems at global scale. Brings rigorous inquiry, meticulous documentation, cross-functional coordination, and international cultural fluency to catalogue raisonné research and artist-legacy stewardship.

ART-HISTORICAL RESEARCH & CURATORIAL EXPERIENCE

Columbia University

MA in Art History | New York, NY | Sep 2019 - Jun 2021

CO-CURATORIAL PROJECT

- Co-curated From Life: Early Works by Florine Stettheimer, a digital exhibition developed with Columbia University Libraries from its extensive holdings of the artist's original sketches and related materials.
- Catalogued artworks and analyzed relationships between preparatory sketches and finished paintings; researched provenance, exhibition histories, and bibliographies using primary sources, family and collection records, scholarly databases, books, and exhibition catalogues.

GRADUATE THESIS

- "Peasant Women in the Pictorial Field: Camille Pissarro's Late Works in Eragny" - sustained primary- and secondary-source research, close visual analysis, and scholarly writing.

University of Southern California

BA in Art History; Minor in Communication Design | Los Angeles, CA | Aug 2016 - May 2019

ACADEMIC HONORS

- Magna Cum Laude; BA Honors; Dean's List; graduated in 3 years.

UNDERGRADUATE THESIS

- "Degas and His Strange Beauty" - academic research, visual analysis, and critical writing.

PROFESSIONAL EXPERIENCE

TikTok - Trust & Safety Content Management

Senior Content Specialist | New York, NY | Aug 2023 - Sep 2025

- Led Help Converge, synthesizing complex global requirements and redesigning TikTok's Help Center information architecture for 1B+ monthly users across 37 languages and 150+ markets.
- Developed taxonomies, editorial governance, standards, SOPs, and reusable content frameworks; improved publishing efficiency by 80%, reduced duplicate documentation by 60%, and accelerated onboarding by 40%.
- Partnered with Product, Engineering, Policy, UX Research, and Localization to turn technical and policy information into clear, accurate public-facing content; coordinated workflows across 10+ organizations with 100% on-time delivery.
- Applied search analytics and audience behavior insights to improve taxonomy and discoverability, increasing organic engagement by 20%.

ByteDance - Lark

Senior Content Designer | Shanghai, China | Aug 2021 - Aug 2023

- Promoted to Senior Content Designer on an accelerated timeline in recognition of exceptional performance and leadership during rapid global expansion.
- Researched and synthesized product and audience requirements into editorial standards, terminology governance, and reusable localization frameworks supporting 50,000+ UI strings across 50+ markets.
- Led content strategy and UX writing across product, web, and marketing experiences, balancing narrative clarity, usability, accessibility, technical accuracy, and brand consistency.
- Coordinated international launches across Product, Engineering, Marketing, Customer Success, Sales, and Localization; published audience-driven thought leadership generating 10,000+ views.

SELECTED SKILLS

Research & Cataloguing

Artwork cataloguing; primary- and secondary-source research; provenance, exhibition-history and bibliographic research; fact-checking; close looking; visual and formal analysis; image management; client correspondence

Documentation & Operations

Information synthesis; taxonomy; metadata; editorial governance; filing and administrative coordination; stakeholder communication; global content and publishing workflows

Tools

Google Workspace; Microsoft Word, Excel, and PowerPoint; Adobe Photoshop, InDesign, and Illustrator; Salesforce; Jira; basic HTML

Languages

Native Mandarin Chinese; basic French reading proficiency