



# HUEI-YUAN PAN

Creative | Educator | Father

## HELLO

My name is Huei-Yuan Pan, and I am a professional creator, educator, and proud father of two. I grew up thinking I'd become an engineer, but instead pursued my calling as a professional musician, educator, and now full-time creative.

I have dedicated my career to my passion for education, community, technology, and the creative process. I thrive at generating original ideas, and building collaborative teams that can nurture seeds of an idea into tangible outcomes that inspire others to create inspired work.

## EXPERIENCE

### **Executive Creative Director, HSIEI**

July 2018 - Present Boston, MA

HSIEI is a startup company targeting the early childhood education market in China.

- Assembled the Creative Team from scratch, personally interviewing and selecting final candidates using customized and purpose-designed work samples and assessments.
- Led creation of all B2B and B2C products across a team of teachers, designers, illustrators, translators, voice actors to create interactive stories, educational lessons, and personally developed a revolutionary learner profile assessment methodology.
- Created software requirements and specifications for the company native mobile app platform and guided software development from the creative and design perspective.

### **Founder, Artist Interest Publishing**

October 2016 - Present Los Angeles, CA

AIP is the platform for my personal creative projects that now extends to other creatives.

- Created automated system for development, publishing, and sales of digital products, including downloadable handouts, books and video courses now used in 50+ countries.
- Assembled media group of 20+ remote videographers, video editors, bloggers, and social media managers, creating original educational and performance videos for the percussion community.
- Hosted podcast, *The Huei-Yuan Pan Show*, where I interview Artists, Teachers, and Creators to learn about their background story, creative process and search for purpose and success.

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## EXPERTISE

- Original Ideas
- Adaptive Thinking
- Content Creation
- Design Process
- Team Infrastructure
- Interdisciplinary Collaboration
- Audio & Video Production
- Copywriting
- Email Marketing
- Social Media

## EDUCATION

UNIVERSITY OF SOUTHERN CALIFORNIA  
Doctor of Musical Arts Degree (ABD)  
Music Teaching and Learning  
2012 - 2015

NORTHWESTERN UNIVERSITY  
Masters of Music  
Percussion Performance and Literature  
2005 - 2007

THE UNIVERSITY OF TEXAS AT AUSTIN  
Bachelor of Music  
Music Education and Human Learning  
2000 - 2005

## HIGHLIGHTS

- Born and raised in Houston, TX
- Formally trained professional musician
- 20+ years education background
- Entrepreneurial experience in digital and physical products
- Startup experience with product development, brand identity, marketing, and app design as Creative Director
- Successfully lead team to launch iOS and Android apps for early childhood education market in 2019
- Proud father of a 3 y.o. and 1 y.o.
- Currently based out of Cupertino, CA

## SOFT SKILLS

- Optimism
- Communication
- Problem Solving
- Self-directed
- Collaboration
- Managing Teams
- Flexible Thinker
- Eye for Aesthetic
- Resourceful
- Growth Mindset

## EXPERIENCE *continued*

### **Director of the Jumpstart Young Musicians Program, The Colburn School**

July 2013 - July 2018 Los Angeles, CA

The Colburn School is a premiere performing arts conservatory and community school in downtown Los Angeles.

- Created a brand new community instrumental music program serving Colburn's low-income, Title I partner schools, connecting students age 9-18 to conservatory students and professors.
- Trained and developed college conservatory students in their teaching practices, built systems and processes for video reflection, feedback, and professional teaching portfolios.
- Grew the program by 5x, beginning with 35 students and 3 teachers, to 150+ students and 20+ teachers, forming a community of practice between parents, students and faculty.

### **Tenured Music Faculty, Lyons Township High School District 204**

June 2007 - June 2012 Chicago, IL

LTHS is a dual-campus high school serving 4,000+ students in southwest Chicago.

- Instructed courses for 5 instrumental bands, 3 jazz ensembles, the Marching Band (160+ students), Beginning and Intermediate Folk Guitar, and AP Music Theory.
- Recruited and coordinated the private lesson instructors for school program, increased private lesson enrollment for all instrumental band students from 29% to over 60%.
- Redesigned Curriculum and Instruction for courses in Beginning and Intermediate Folk Guitar, Percussion Musicianship and Technique, AP Music Theory, and the entire Marching Band program.

## WORK SAMPLES

**Samples of work that span brand identity, product design, app development, video production, digital products, physical products and more.**

- HSIEI Platform Introductory Video
- Original Characters
- Digital Interactive Stories
- Company App Design and Demos
- Company Brand Document
- Digital and Hard Copy Books
- Media Team Video Lessons
- Drumline Blueprint Video Course
- Podcast *The Huei-Yuan Pan Show*

*CLICK BELOW TO VIEW 2020 WORK SAMPLES*

<https://hueiyuanpan.com/coursera/>