



ASSOCIATED STUDENTS OF THE  
UNIVERSITY OF WASHINGTON

## BOARD OF DIRECTORS

Session 127

Date *September 11th, 2025*

*Submitted by Owen Rivera, Personnel Director*

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### **BOARD BILL 2.138 An Act to Hire Lyanna Lu as the Multi-Media Curator for the 2025-2026 Academic Year**

**WHEREAS:** Lyanna Lu brings extensive experience in digital media operations, video editing, and cross-platform content creation through her internships with Siemens, Baidu AI Cloud, Tencent Technology, and Guangzhou Broadcasting Network, where she developed and edited high-performing media content, including video interviews, promotional clips, and TikTok campaigns, aligning with the ASUW Multimedia Curator’s responsibility to capture and produce high-quality photo, video, and audio content; and,

**WHEREAS:** Lyanna has demonstrated exceptional technical skills in multimedia production tools such as Adobe Premiere Pro, Photoshop, and ArcTime Pro, as well as data analysis tools like Python, Tableau, and Excel, enabling her to effectively manage and optimize ASUW’s media projects, assess content performance, and support evidence-based promotional strategies; and,

**WHEREAS:** Lyanna’s leadership in mentoring and managing collaborative multimedia projects—such as leading on-site enterprise interviews and overseeing TikTok campaigns—demonstrates her readiness to manage photography/videography interns and maintain media archives, while mentoring others in alignment with ASUW’s standards; and,

**WHEREAS:** In her role at Siemens, Lyanna collaborated with marketing, sales, and IT departments to deliver video content aligned with data-driven goals, showcasing her ability to support ASUW entities and the Office of Communications in producing relevant, engaging, and strategic media content;

### **THEREFORE, BE IT ENACTED BY THE ASSOCIATED STUDENTS OF THE UNIVERSITY OF WASHINGTON BOARD OF DIRECTORS**

**THAT:** Lyanna Lu be hired as the **Multi-Media Curator** for the 2025–2026 Academic Year; and,

**THAT:** A copy of this bill be forwarded to Lyanna Lu, the ASUW Multi-Media Curator, and Christina Coop, SAO Adviser.

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**End**