

EDUCATION

Parsons School of Design Bachelor of Arts

Aug 2019 - May 2024
New York City

Major Communication Design (Web & Print Design)
Minor Creative Entrepreneurship

Academic Ranking: Top 3%
Cumulative GPA: 3.9 / 4.0

INTERN EXPERIENCE

Sort by Relevance

Accenture

Business Analyst Summer Intern - Digital Consulting

4 mo | May 2022 - Aug 2022
Remote | Shenzhen, China

- Assist the team to explore investment opportunities in domestic technology startups.
- Supported 6 cases for clients in Technology and Healthcare industries.
- Researched 900+ tech startups to unlock new growth opportunities upon clients' demand.
- Met 7 startup CEOs to explore partnership opportunities for the company's new tech innovations.

Christian Dior

Merchandising Intern - Luxury Retail

4 mo | Oct 2021 - Feb 2022
On-Site | Shanghai, China

- Contributed to Dior Menswear Mainland China team in seasonal product sales potential analysis.
- Analyzed monthly sales data for 500+ SKUs, managed 32 stores, and achieved 46% annual sales growth.
- Frequent collaboration with multiple departments, including E-Commerce, Marketing, and PR.
- Proficient skills of product roadmap management, trend analysis, and competitor research.

Xiaomi

User Experience Design Intern - UX & Product Design

5 mo | May 2021 - Oct 2021
On-Site | Beijing, China

- Enhanced user interface solutions for go-to-market mobile-based Apps and products.
- Produced storyboard, mockups, and prototypes for 3 released models.
- Strong skills in visual and interaction design, user research, and competitor product analysis.
- Enjoy working with software engineers and product managers for thoughtful solutions.

RESEARCH & PROJECT

Industry Report on Fashion Digitization

Self-Driven Research Project

1 mo | Mar - Apr 2022

- Wrote an 80-pages report analyzing 10 trends of fashion industry in post-pandemic era.
- Topics featured: multi-marketing tactics, omni-channel retailing, metaverse revolution, brand digitization, etc.
- Analyzed over 20,000+ lines of data, created 30+ charts and diagrams, and cited 78 public reports.

Visual Design System for a Light Meal Brand

Upon Client Request

4 mo | Apr - Aug 2022

- Delivered an integrated visual design branding solution for a newly opened light meal restaurant.
- Fully engaged in: Logo design, Ad design, App design, packaging design, print-outs design, and interior design.
- The restaurant has successfully opened in August 2022.

SKILLS

Computer	Office Tools Digital Design Editorial Design	Microsoft Office / Word / Powerpoint / Excel / Mac OS Figma / Sketch / Html & Css / After Effects / Procreate Adobe Photoshop / Illustrator / InDesign / Print & Branding Skills
Language	Bilingual in English and Mandarin Chinese Extraordinary experience working with teams across great ethnic and cultural diversity	
Interest	Fashion Design, Travel, Yoga Meditation	