portfolio

Zhong Jia

Hello, I'm Gia

Curious mind.
Creative hands.

Diving @ Taiwan

Snow Construction @ Harbin

I'm passionate about crafting **impactful brand experiences** that connect people and ideas. A fast learner who loves experimenting with new tools and turning concepts into something tangible — whether it's an event, a campaign, or a visual story.

INS: @thinkontothem_　　　　　WEBSITE: thinkontothem.github.io　　　　　LINKEDIN: linkedin.com/in/zhongjiatot　　　　　E-MAIL: ZhongjiaToT@gmail.com

my education

My studies shaped how I blend **creativity** with **analysis** — architecture trained my eye for design, while urban analytics taught me to uncover insights through data. Together, they help me create work that's both visually engaging and strategically grounded.

The University of Hong Kong

MSc in Urban Analytics (2024–2025)
A global and interdisciplinary environment that enhanced my analytical thinking and ability to apply data-driven insights to real-world.

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Tianjin University

Bachelor of Architecture (2018–2023)
Built a solid foundation in design, aesthetics, and spatial storytelling, nurturing creativity and problem-solving through five years of architectural training.
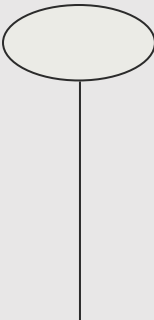
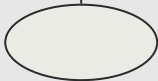LINKEDIN: linkedin.com/in/zhongjiatot   E-MAIL: ZhongjiaToT@gmail.com

work experience

With **cross-industry** internship experience spanning marketing, design, and digital transformation, I enjoy turning creative ideas into real-world impact — from curating brand experiences to driving data-informed campaigns.

PROJECT INTERN
Shenzhen, China
TCL Co., Ltd. May 2024 – Aug 2024

Coordinated digital marketing system testing and launch. Enhanced team efficiency via workflow automation and Power BI dashboards, bridging communication across UX, PM, and dev teams.
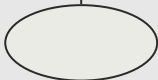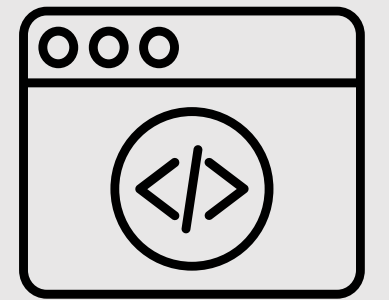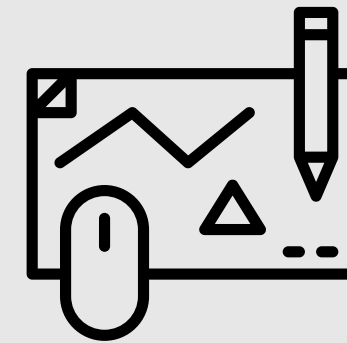
MARKETING INTERN
Xiamen, China
Vanke Co., Ltd. Aug 2023 – Oct 2023

Executed 10+ large-scale marketing events and customer campaigns, achieving high ROI with minimal cost. Improved customer retention through targeted research and creative campaign pivots.

MARKETING INTERN
Hong Kong, China
Farmacy HK May 2025 – Sep 2025

Led experiential campaigns and bilingual social media growth (+40% followers). Combined event planning and digital marketing to elevate a green-tech brand's visibility and community engagement.

EDITORIAL INTERN
Remote
ArchDaily May 2022 – Nov 2022

Translated and edited global architectural news and projects. Strengthened layout design and digital publishing skills while ensuring engaging bilingual content across media platforms.

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personal skills

LANGUAGE PROFICIENCY

English (Fluent, IELTS 7.0) – capable of full English workplace communication.
Cantonese (Conversational) Mandarin (Native) – adaptable in multilingual and cross-cultural settings.

DESIGN & CREATIVITY

Skilled in Photoshop, Illustrator, and InDesign for branding and layout.
Proficient in Figma, X-mind, and Visio for visual storytelling and UI/UX presentation.

DEVELOPMENT & ANALYSIS

Python, SQL, Power BI, Tableau – transforming data into insights.
Experienced in HTML/CSS for web prototyping and AIGC tools (ChatGPT, Copilot, Midjourney) for idea generation and automation.

Event Planning

Designed booth layout and visitor flow for the annual Learning & Teaching Expo, co-hosting with partner schools and NGOs to showcase **sustainability achievements** and **interactive displays**.

Content Marketing

Managed Farmacy HK's social accounts matrix (Official, F&B, Education) and produced visual materials including posters and leaflets, enhancing audience engagement and strengthening cross-sector **brand storytelling**.
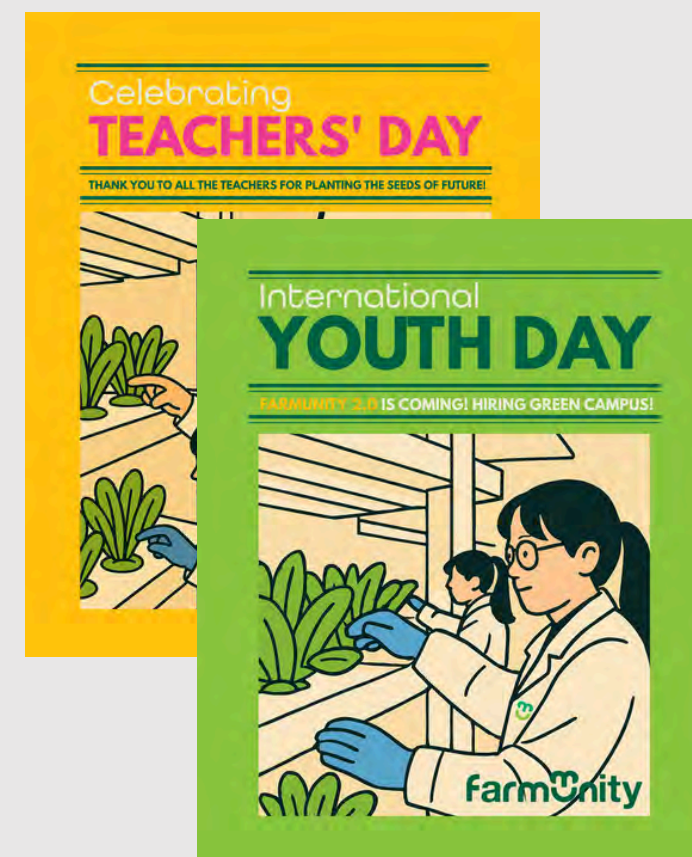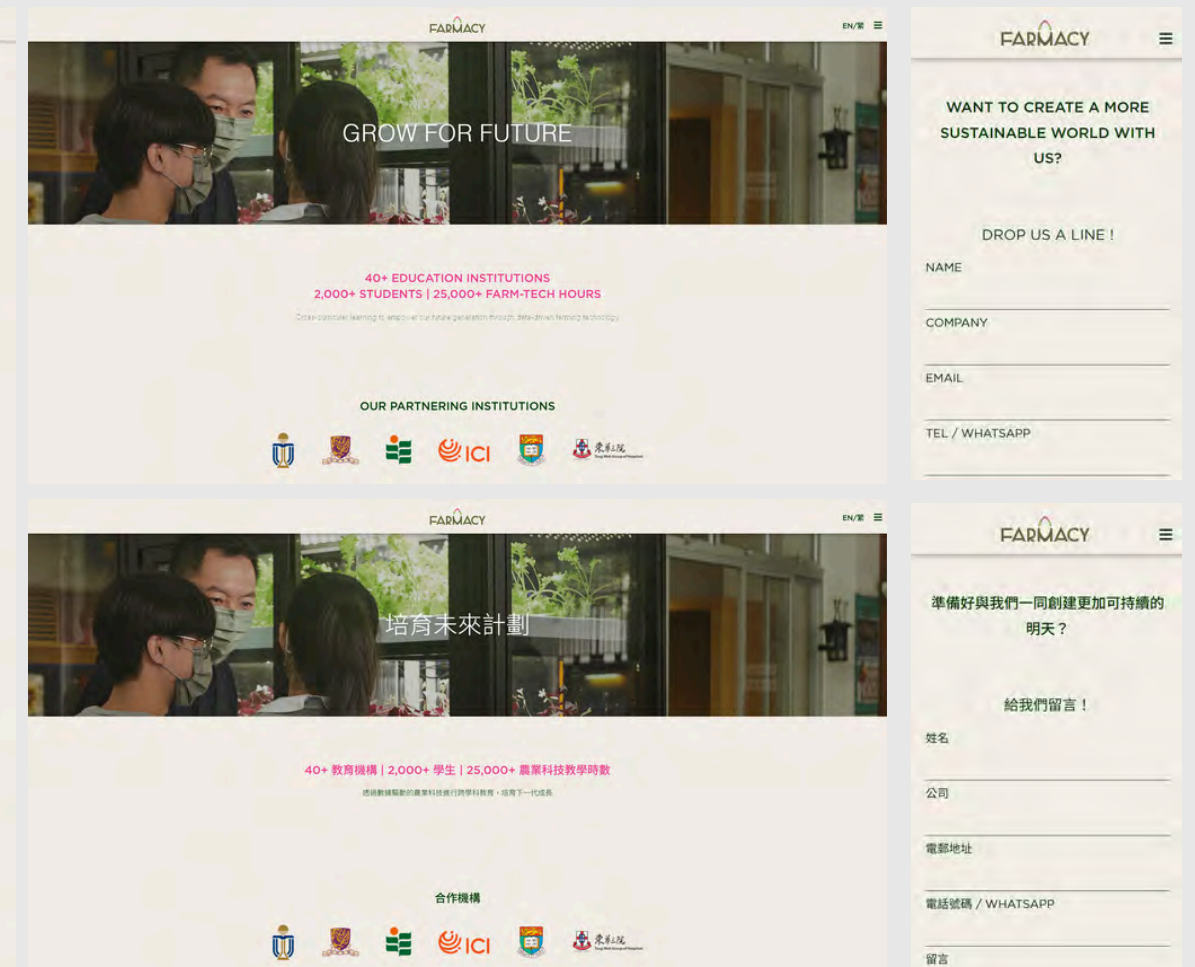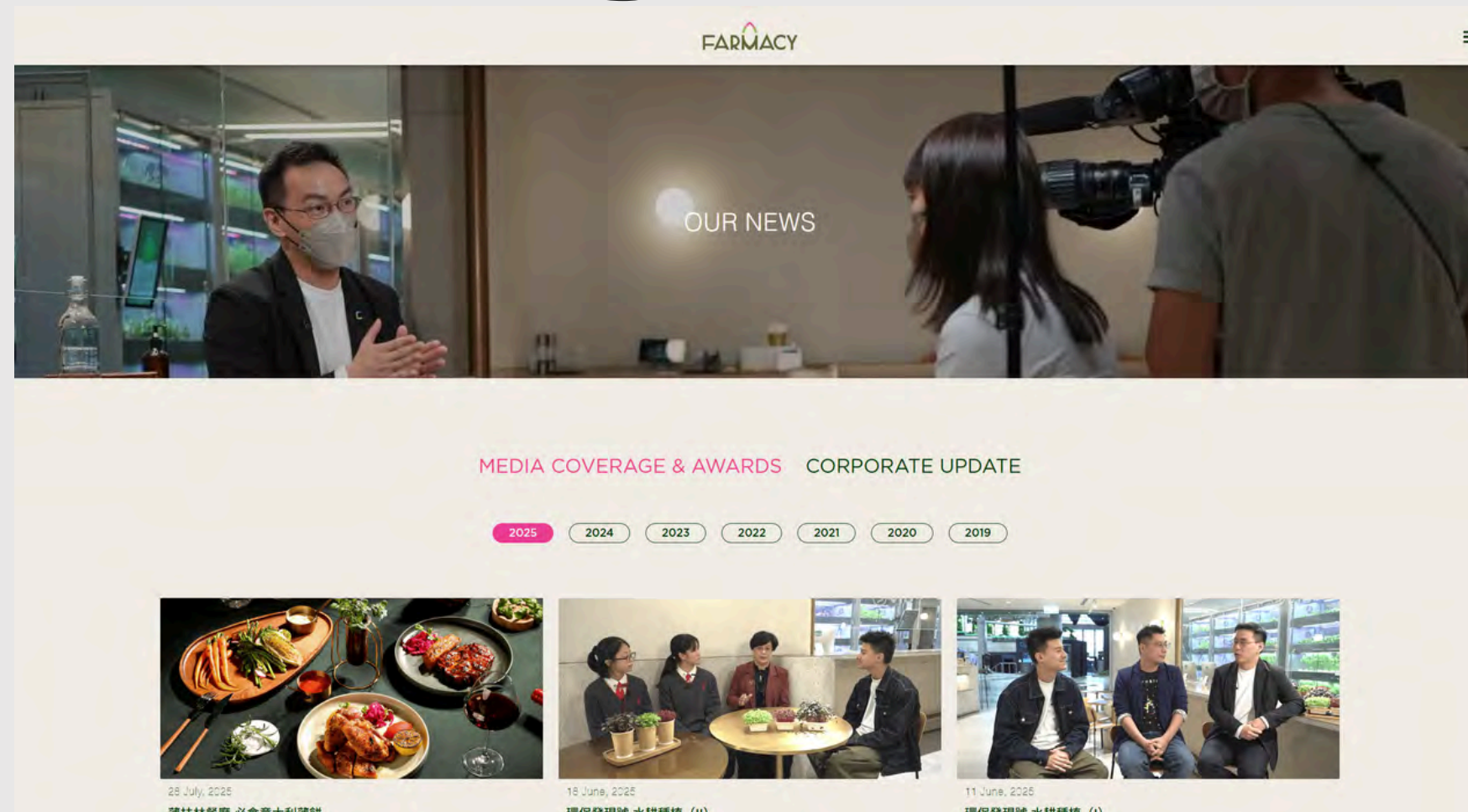
Website Management

Maintained and updated FarmacyHK's official website, expanding sections, refining layout, and implementing multilingual localization to **improve accessibility and SEO performance**.

https://farmacyhk.com/
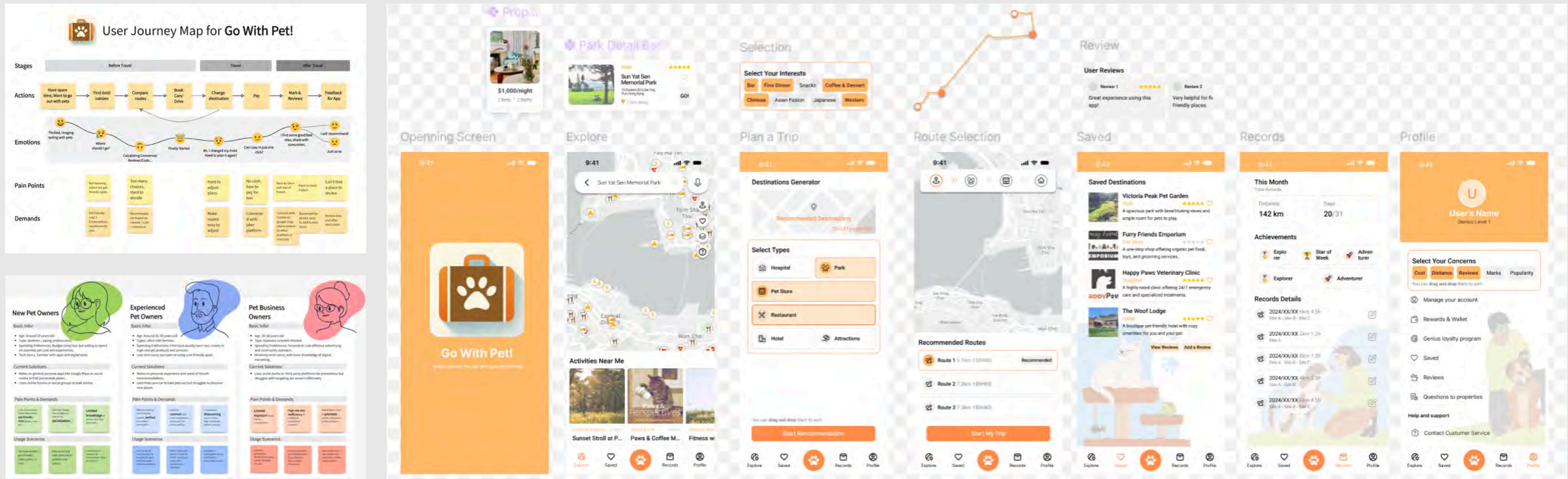
APP Prototyping

FIGMA DEMO LINK

Designed a travel planning app for pet owners, including persona definition, journey mapping, and interactive prototype.

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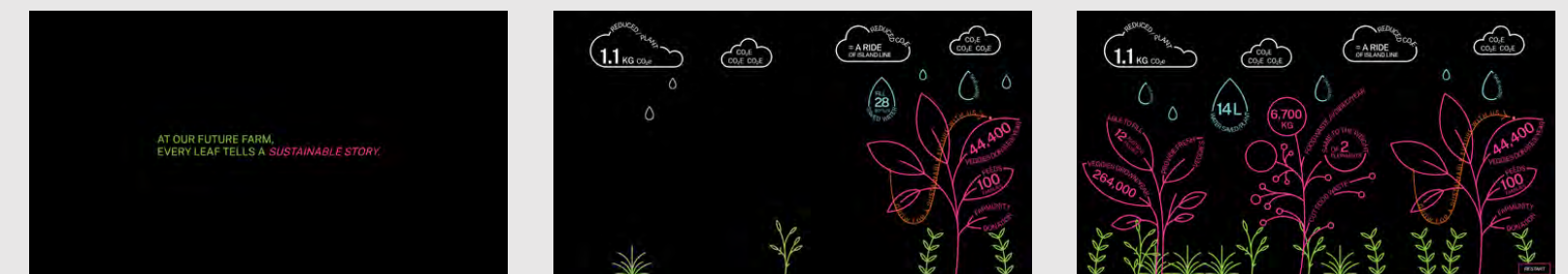
Interactive Installation

Created an immersive projection game for the hydroponic lab tour, translating ESG concepts into **playful and educational visual experiences** for diverse visitors.
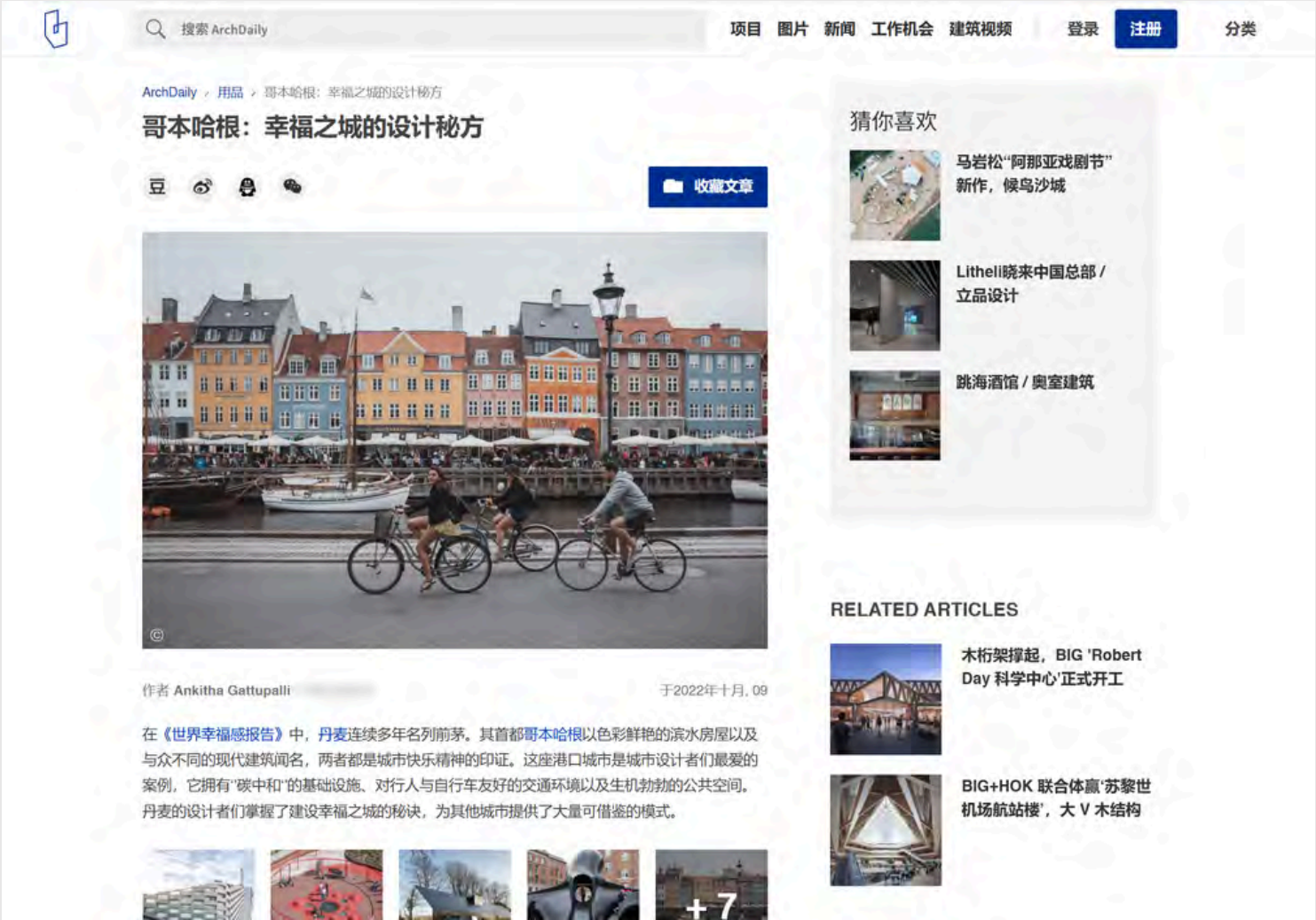
Data Panel: https://thinkontothem.github.io/Impact-Icon/

Garden Panel: https://thinkontothem.github.io/Impact-Garden/

https://www.archdaily.cn
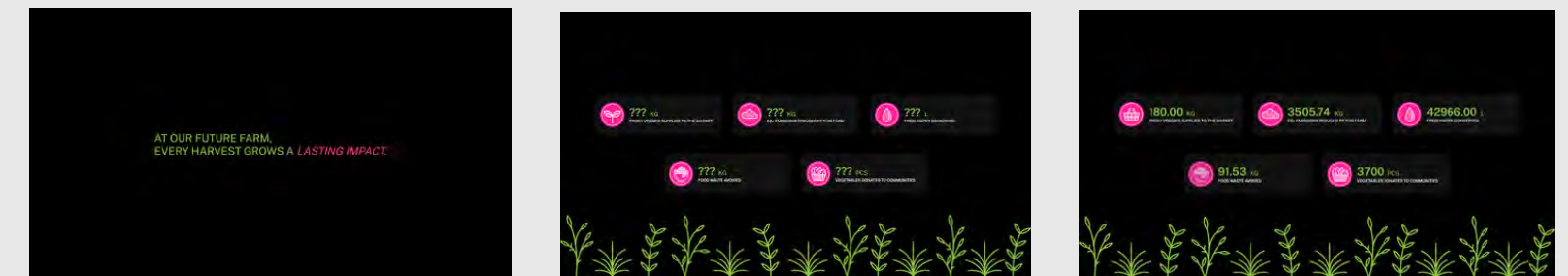
Press Release

Translated and localized architectural press releases for ArchDaily, ensuring professional tone, cultural accuracy, and readability across English and Chinese audiences.

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thank you

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