ZHONG JIA

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Architectural background with diverse exploration across multiple realms, fostering versatile abilities and profound industry insights.

EDUCATION BACKGROUND

Tianjin University   Sept. 2018 – June 2023
Bachelor's Degree in Architecture (QS 30# by Subject), GPA: 3.55/4   Tianjin, China

INTERNSHIP EXPERIENCE

Vanke Co., Ltd. (Global Fortune 500 Company)   Aug. 2023 – Oct. 2023
Marketing Specialist   Quanzhou & Xiamen, China

- **Strategy Formulation:** Developed monthly marketing plans with PM, including market research, performance tracking, and strategy formulation. Achieved contract value of 13.1 million in September, surpassing the target completion rate by 47%.
- **Event Planning:** Organized 10+ customer outreach events, such as company anniversary, Mid-Autumn celebration, and home decoration festival. Coordinated with 20+ vendors to ensure event execution and initiated and tracked 80+ related financial processes.
- **Sales Centre Management:** Optimized customer visit processes and key service activities. Updated promotional materials inside and outside the sales centre. Managed services of 17 staff and aligned them with marketing activities to ensure customer satisfaction.

Tianjin Huahui Architectural Design & Engineering Co., Ltd.   May 2020 – Sept. 2020
Project Assistant   Tianjin, China

- **Preliminary Research:** Modelled the site for the physical environment, location, and circulation analysis. Used on-site surveys and organised literature to determine project style. Conducted industry research to assess building function allocation, including creating business canvases and user journey maps.
- **Architectural Design:** Independently completed detailed design for two residential buildings in the Xing'anli urban renewal project, including building structure, facade, courtyard, and interior layout. Utilised ArchiCAD to create a BIM model, facilitated communication with other professional teams and supported the construction drawing phase with more details.

Urban Planning Design Institute of Ganzhou   Nov. 2019 – Feb. 2020
Assistant Researcher   Ganzhou, China

- **Field Research:** Designed a questionnaire for the renovation of a commercial square, visited 32 local merchants to gather opinions, analysed planning documents and the surrounding environment, proposed adjustment plans and design intentions, and drafted a proposal to be submitted to the local government.
- **Industry Research:** Conducted research for the planning of a new energy vehicle tech campus. Crawled and analysed data on relevant regional organisations and infrastructure using Python. Visited 7 enterprises, compared and evaluated them with similar industrial parks globally, then provided recommendations.

PROJECT EXPERIENCE

Research on Discrepancies between Virtual and Real Scene Perception in Commercial Spaces   Nov. 2023 – Mar. 2024
Using pathfinding experiments explore cognitive influencing factors and provide optimization strategies for commercial space design..   Guangzhou, China

- **Data Analysis:** Experiments were based on VR techs, and we gathered data via eye-tracking, questionnaires, cognitive maps, and interviews. Processed subjective data from 105 participants, aiding in objective data interpretation, categorizing subjective cognitive discrepancies, and generated analytical charts.
- **Academic Publication:** Reorganized research materials and wrote manuscripts for English journals. Tasks included journal selection, materials restructuring, manuscript composition, and liaison with journal committees for publication.

Mixed Reality Game Development for Social Contact (DigitalFUTURES Workshop)   June 2023 – July 2023
Developing a Mixed Reality game to combine socialising with city projections to encourage offline socialising.   Shanghai, China

- **Game & Hardware Development:** Created storyboards and implemented key interactions in the game setting. Solved Unity and MR device (Hololens) connectivity issues and connected other hardware (bracelets, projectors) to demonstrate the effects of multiplayer interaction in a 1:50 scale model. Also programmed in Arduino, designed circuit boards for bracelet functions, and linked them to projectors for physical interaction.

Urban Design For Anshan Street Historical Neighborhood   Sept. 2022 – June 2023
Part of the historical and cultural city protection planning.   Tianjin, China

- **Needs Analysis:** Compiled site data, evaluated building conditions from historical, commercial, and convenience aspects, formed an architectural value map, and proposed renovation needs with a classified grading system. Formed a needs analysis report.
- **User Research:** Collected 1355 data through filming and formed user profiles of residents. Combined with POI and physical elements identified in images using Python, conducted correlation analysis using SPSS to determine residents' preferences for public spaces. Visualised the results using ArcGIS.

SOCIAL ENGAGEMENT

Tianjin University Youth Volunteer Association (Member)   June 2018 – Sept. 2022
Participated in a wide range of volunteer activities: Blood donation promotion, elderly care, community library, rural teaching and COVID-19 medical support.

Gansu Tangchang Poverty Alleviation Practice (Team Leader)   June 2019 – Sept. 2019
Conducted local tourism resource surveys, managed media promotion (1000+ daily exposures), and contributed to cultural and creative product design.

OTHER SKILLS

- **English Proficiency:** IELTS band 7.0, translated news, cases and advertisements for ArchDaily (the world's most visited arch news website).
- **Design Research:** User Research, Quantitative Analysis (SPSS, Excel), Data Visualization (Tableau), Literature Managing (Zotero)
- **Design Presentation:** 2D Drawing and Layouting (Photoshop, Illustrator, InDesign), Modeling (SketchUp, Rhino, Blender), Rendering (Twinmotion)
- **Development:** Coding (Python, C, C#), Hardware Development (Arduino), Software Development (UE4, Unity 3D)