

# CHIN-YIN TENG

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<https://github.com/chinyinteng/portfolio.git>

## EDUCATION

**National Taiwan University** Taipei, Taiwan  
Major in International Business Sep 2014 – Jan 2019

**IESEG School of Management** Paris, France  
Exchange student Aug 2017 – Jan 2018

**EC Design School** Taipei, Taiwan  
Digital Media Design Pre-Master Diploma Sep 2018 – Sep 2019

## EXTRACURRICULAR ACTIVITIES

**HACK NTU** Taipei, Taiwan  
Member of Design Department Feb 2017 – Jun 2017  
Created design graphics for marketing material, including name cards, pictures on fan pages, flyers, etc.

**NTU Student Association** Taipei, Taiwan  
Member of the Department of Activities Oct 2015 – Jun 2016  
Held social, cultural and educational events to enhance and unify the university community  
Operated the Facebook fan page (with 2,700 fans); developed advertising and promotional strategies

**NTU World Volunteer Society Club** Taipei, Taiwan  
Member Oct 2015 – Feb 2016  
Arranged activities for the community in Hualien; established a pleasant collaboration with them and a close friendship with the children in order to create a long-term relationship with the community

**Change Management Project** Taipei, Taiwan  
Member Oct 2015 – Jan 2016  
Held a blood donation event on campus; increased the number of donors at NTU bloodmobile by 22%  
Managed and operated the Facebook page for blood donation activities; attracted almost 200,000 views within a month by inviting five celebrities to record videos and publishing them on our Facebook page  
Established collaboration with companies; acquired extra financial support of NTD 20,000 (\$650) for the activity

**NTU Art Festival 21th** Taipei, Taiwan  
Member of the Department of Green Art Jan 2015 – May 2015  
Created a one-month experimental restaurant; the reservation was full within 10 minutes  
Designed an interactive dining experience that made customers think of food as an edible designed product

## WORK EXPERIENCE

**HotaiCyber Connection** Taipei, Taiwan  
Project Management Assistant Jul 2019 – Present

Functional testing of website and mobile applications, and reported bugs and errors to the developers

Designed and developed products to support market trends. Executed design decision details from colors, materials and aesthetics.

**Bowhead Technology** Taipei, Taiwan  
E-commerce Intern Sep 2018 – Dec 2018

Managed major e-commerce channels and liaised with e-commerce site managers

Developed strategic plans for online promotions (influencer marketing / social media marketing, etc.)

**Global Travel Assistant Limited** Taipei, Taiwan  
Marketing Intern Aug 2016

Survey research associate for all marketing research requirements

Analyzed competitors' ratings and programming features to evaluate the effectiveness of marketing strategies

Designed graphic and photographic imagery for advertising, marketing and other communication purposes

## ADDITIONAL SKILLS

### Languages

Mandarin

Fluent in English

### Design

Adobe Creative Suite

Rhino

### Development

Html

CSS

JQuery

### Interests

Cooking

Travelling

Films

### Technical

User Experience Design

Design Thinking

Visual Identity Design

CIS and Brand

Marketing

Finance

Strategy

Management