

CHIN-YIN TENG

+886(0)952-824259

a09931242@gmail.com

<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 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