

# CHIN-YIN TENG

+886(0)952-824259

a09931242@gmail.com

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

## WORK EXPERIENCE

### VS MEDIA

Taipei, Taiwan

#### Product Specialist

Oct 2019 – Apr 2020

Offer market analysis to assist with KOL product planning.

In charge of keeping the team on track in terms of product development, marketing plan and execution.

In charge of product design, visual design of the marketing campaign, optimization and maintenance of websites

### HotaiCyber Connection

Taipei, Taiwan

#### Project Management Assistant

Jul 2019 – Aug 2019

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

Coordinated with project team members for the completion of documents

### 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

#### Project Management Assistant

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

## EDUCATION

### Rochester Institute of Technology

Rochester, USA

#### Visual Communication Design MFA

Aug 2020 – Jun 2022

### 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

## ADDITIONAL SKILLS

### Design

Adobe Creative Suite

Principle

Rhino

Flinto

Sketch

Zeplin

Figma

invision

### Development

Html

Mandarin

CSS

English

JQuery

### Technical

User Experience Design

Marketing

Design Thinking

Finance

Visual Identity Design

Strategy

CIS and Brand

Management