CHIN-YIN TENG

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

WORK EXPERIENCE

Definer — Minneapolis, MN (Remote)
UI/UX Intern — Dec 2020 – Jan 2021

Redesigned website and mobile application typography to improve legibility.

Designed marketing materials for different audiences to communicating effectively.

VSMEDIA — 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
Cinema 4D	Flinto
Sketch	Zeplin
Figma	invision

Development | **Languages**

Html	Mandarin
CSS	English
JQuery	

Technical

User Experience Design	Marketing
Design Thinking	Finance
Visual Identity Design	Strategy
CIS and Brand	Management