

# Wenting Hou

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## Research Vision

My research interests lie within innovative sustainability.

## Education

- 2020 – 2022 **Master of Design Strategy and Management**, *Tongji University*, Shanghai, China  
**GPA: 90/100**  
Courses: Concept Design, Business Model Design, Design Practice
- 2015 – 2019 **Bachelor of Business Administration**, *Soochow University*, Suzhou, China  
**GPA: 3.7/4.0**  
Honors/Awards:  
Outstanding Graduates in Soochow University, 2nd Prize of Learning Excellence of Soochow University(twice), Comprehensive Award of Soochow University(twice), 3rd Prize of Jiangsu Province in "21st Century Cup" National English Speech Competition (the most competitive English speech competition in China)

## Research Experience

- Title **Study of Corporate Social Innovation Metric Under Design-Driven Perspective (In Progress)**
- Supervisor *Assistant Prof. Dr. Shuai Zhang*
- Description In this project, we will study... .
- Title **Service Design for Future New Urban Complex City in Shenzhen**
- Supervisor
- Description This was a commercial research project for a real estate company in Shenzhen. I organized workshops with classmates in Shenzhen to find out customers' needs about future lifestyle/workstyle, did research about the future trend, build personas, and depicted future service scenarios.

## Industrial Experience

- 2021.5–2021.8 **Brand Planning Intern**, *Xiaohongshu, Xingin Information Technology (Shanghai) Co Ltd*, Shanghai, China  
 Xiaohongshu is one of the most popular social media platforms in China. I worked here as ...  
 Detailed achievements:
- In-site data insights. Focusing on food and beverage, travel and tourism, we analyze millions of data from search trends, search terms, notes and other data to gain insights into the consumption needs of our customers' brands, serving brands such as Pizza Hut, KFC, Guangming, Martell, Sumidagawa Coffee, Three and a Half Meals, Disney, Songcheng Performing Arts, etc.
  - Creative brand planning based on data insights. Combined with marketing resources on the website, we worked with brands to plan the offline campaign strategy for the website information flow, surprise box and special potato day, and participated in the planning of # Pizza Hut afternoon tea (1.94 million views), # Songcheng summer fun (440,000 views) and KFC shredded pork.
  - Anything you want to add... .
- 2020.12–2021.3 **Strategy Intern**, *Dentsu International*, Shanghai, China  
 Participated in the industry and market research, competitive product analysis, user research, and other work in brand strategic design. Participated in making localization marketing strategy of Japanese brands including Shiseido, Suntory, Yakult, Glico, and other Japanese brands.  
 Any achievements or statistics can be put here.
- 2020.7–2020.8 **Strategy Researcher**, *Strategy Researcher*, Shanghai, China  
 Conducted industrial research, competitive product analysis, and product research in the early stage of brand planning participate in the formulation of brand strategy and served SHUI ON LAND, Bayer, Pure&Natural, Yinlu, Nestle, etc.

## Competition & Entrepreneurship

- |             |   |
|-------------|---|
| Title       | <b>Plus, Minus, Multiply, Divide</b>  |
| Supervisor  | <i>Prof. ???</i>  |
| Description | balabala  |
| Title       | <b>Co-founder of Zhongchenhai Brand Design Co., Ltd.</b>  |
| Role        | <i>Co-founder and leader</i>  |
| Description | Led the strategic planning of brand design in the early stage, conducted the preliminary research, formulated the design direction, and was responsible for the quality control of product packaging. |

## Languages

- Chinese (Native), English (Fluent), German (Beginner)

## Skills

- **Programming Languages** : Python, L<sup>A</sup>T<sub>E</sub>X.
- **Tools & Software**: AI, PS, MS Office, Keynote, Procreate, SPSS.
- **English**: CET-6.

## Referees

### Name

- Assistant Prof. Dr. Shuai Zhang
- XXX

### Contact

- XXX.tongji.edu
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