

# Zeng Yuqi

Mobile: +86 17728101242

Email: zengyuqi\_2019@163.com

Skype: Zyq123456

Wechat: zyqlilwayne

Design work: <https://bit.ly/2GbaHi9>



---

## Personal Statement

As a senior student who minors in Industrial Design, I have developed an increasing interest in innovation and entrepreneurial activities. In the process of studying Industrial Design, I learned how to conduct customers' needs surveys; how to use color psychology allocation to influence customers' purchasing behavior; and how to use ergonomics to design products that suit the users' physiological habits and so on. I realized that whether it is designers or entrepreneurs, users and customers are the most important, and the market is the only standard for testing products. The more I know, the more I'm excited, which finally motivated me to choose Venture Creation as the specialization for my graduate study and to be a brilliant entrepreneur.

In the South China University of Technology, I major in Business English and minor in Industrial Design. To broaden my horizons, in the summer break of my sophomore year, I completed the two-week training program organized by the New York Creativity Odyssey (NYCO) at Parsons School of Design at The New School. During that period, I studied industrial design, researched on the renovation of the New York subway, the urban value, and the inner nuclear layer of the Central Park. I became skillful in using Rhino, Photoshop, and video editing software. These exposures equip me with a basic understanding of Business and Economics theories, cultural intelligence and design skills, and also empowered me to cope with the business problems which are caused by the different culture in different countries.

With the accumulation of knowledge and rapid growth of the Internet penetration rate, I found that using the Internet to explore the deep relationship of big data will make marketing more accurate and effective. In my junior year, I joined the Fenghuangtong APP of Country Garden Creative Marketing Competition for College Students. As the team leader, I led five members to make a marketing plan for Fenghuangtong APP, a platform for real estate transactions by Country Garden Holdings Co. Ltd. and designed a mascot for the APP. Fenghuangtong target the opinion leaders with social influences to spread information to the users and form a two-way communication for dissemination of information. Compared with other marketing methods such as advertising and promotion, opinion leaders can greatly reduce the marketing costs of enterprises and achieve better long-term influence. In this competition, we conducted market research, analyzed the target buyers and competitors, and formulated effective promotion plans based on specific target groups. Finally, we won first place in the individual category and the Outstanding Design Team award in the group category. More importantly, this competition enabled me to attain a deeper understanding of marketing and personal management.

To gain practical experience, I have completed four internships. I have done logo design of some projects; brochure production; various marketing plans to customers; persuasive advertising; conduct marketing survey and how to master consumers' psychology. Among all the internships, I benefited most from the remote internship of KPMG. By analyzing the design philosophy of famous brands, collecting design masters' works and comments by others and research on creative design methods, I gradually understand the significance of systematic design for a brand. Also, I learned how to improve the sensory effect of design by analyzing people's preferences toward colors, cultural differences, homogeneous enterprises' copyrights of logos and pictures, corporate cultures, etc. Through research on the store layout, display design, music broadcast, advertising design of 10 Uniqlo physical stores, I compared and extracted the rules, and concluded that all the advertising design should keep to the brand culture and characteristics.

With my knowledge in Business and Industrial Design, I am confident that I can contribute and value add to the internship in terms of innovation and Business Development. I am able to design beautiful products and conduct market research to forecast the trends in the future markets. In addition, I am currently participating in the 5-month intensive Java training course, after which I will be able to do programming during the internship.

## Education

---

Sep 2016 - Present	<b>South China University of Technology (SCUT)</b> Bachelor of Arts in Business English Minor in Industrial Design	Guangzhou, China
Jul. 2017	<b>Two-week Training Program: Parsons School of Design at The New School</b> Awarded Certificate of Design and Creativity	United States

## Internship Experience

---

May 2019 - Jun.2019	<b>Southwestern Branch, Bureau of Geophysical Prospecting INC., China National Petroleum Corporation</b> <i>Marketing Assistant, International Division</i> <ul style="list-style-type: none"><li>• Participated in the logo design of a newly established overseas branch, proposed a design plan and gave suggestions for perfection</li><li>• Involved in the production of advertising posters and brochures by identifying contents and layouts, proofreading of English versions and checking effect pictures</li><li>• Communicated with colleagues in the overseas company and delivered promotional materials for marketing campaigns</li></ul>	Chengdu, China
May 2019 - Jun. 2019	<b>KPMG China</b> <i>Junior Brand and Design Assistant</i> <ul style="list-style-type: none"><li>• Analyzed design philosophy of famous brands, collected design masters' works and comments by others and researched creative design methods</li><li>• Learned to improve the sensory effects of designs by analyzing people's preferences toward colors, cultural differences, homogeneous enterprises' copyrights of logos and pictures, corporate cultures, etc.</li></ul>	Online
Jul. 2018 - Aug.2018	<b>Sichuan Jereh Hengri Natural Gas Engineering Co., Ltd</b> <i>Intern, Marketing Department</i> <ul style="list-style-type: none"><li>• Involved in the survey of competitors' product sales, collected potential customers' requirements, produced market research reports, and presented the summaries to my supervisor</li><li>• Participated in the discussion of marketing plans and execution of marketing activities, helped to attract new customers, and collected their information for client database building</li><li>• Assisted in contract negotiation and signing, customer reception, meeting arrangements, etc.</li><li>• Gained a deeper understanding of company operation and learned the monthly and quarterly marketing goals and promotion strategies of the company</li></ul>	Chengdu, China

## Scholastic Achievements/Extracurricular Activities

---

Sep.2018 - Oct.2018	<b>The China Import and Export Fair</b> <i>Team Leader, Badges Service Center</i> <ul style="list-style-type: none"><li>• Made arrangements and reception work for business people, and provided guidance</li><li>• Verified documents, entered information into the system and carried out approval formalities for businessmen</li><li>• Communicated with domestic and foreign merchants, and assisted in handling unexpected incidents</li></ul>	Guangzhou, China
---------------------	---	------------------

Oct.2016 - Jul. 2017	<b>Entertainment &amp; Sports Department of SCUT</b> <i>President</i> <ul style="list-style-type: none"> <li>Responsible for designing uniform and flag for the class, as well as other recreational activities and sports meetings</li> <li>Organized welcome party for first-year students as well as many other activities;</li> </ul>	Guangzhou, China
Oct. 2010	<b>Care for Left-behind Children</b> <ul style="list-style-type: none"> <li>Taught children to dance and draw pictures</li> <li>Sent care and warmth, and spread happiness to left-behind children</li> </ul>	Chengdu, China
Jan. 2008 – Dec.2009	<b>Care for Children of A Primary School in Wenchuan earthquake-stricken Area</b> <ul style="list-style-type: none"> <li>Presented gifts such as bags, pens and other stationery</li> <li>Carried out fellowship activities</li> </ul>	Chengdu, China
Jul. 2015	<b>The 3rd Prize in 2015 National Financial Literacy Competition of Middle School Students;</b>	Chengdu, China
May 2015	<b>The 3rd Prize in 2015 National Financial Literacy Competition of Middle School Students;</b>	Chengdu, China

### Skill Sets & Proficiency

<b>Office Productivity</b>	Microsoft Word, PowerPoint Microsoft Excel	Proficient
<b>Multimedia</b>	Adobe Photoshop CS2 Adobe Premiere Pro Rhino Adobe Flash Player Adobe Audition CorelDraw	Proficient Basic Intermediate Intermediate Intermediate Intermediate
<b>Operating Systems</b>	Windows 10	Basic
<b>Non-technical Skills</b>	Project Management Writing/Publications	Basic Basic

### Language Proficiency

<b>Spoken</b>	English – fluent; Mandarin – Native
<b>Written</b>	English – fluent; Chinese – Native

### Additional Information

Interests	Painting and Street Dance
Professional certification	Test for English Majors (Band 4), Certificate of Accounting Professional