

SIXUE CHENG

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No. 100 Pingle Yuan, Chaoyang District, Beijing 100124, China

EDUCATION

Beijing University of Technology (BJUT), College of Architecture and Urban Planning Sep. 2014-Jul. 2018

- Major in Industrial Design, Candidate for Bachelor of Engineering in June 2018; GPA: 3.42/4.0
- TOEFL: 103, R30+L24+S23+W26; Sitting for Exam: November 11th, 2017
- GRE: 321, V156+Q165+AW4.0; Sitting for Exam: October 22, 2017

ACADEMIC RESEARCH

Research on Brand Marketing –A Case Study of VANS –Individual Work Apr. 2017-Jun. 2017

- Did literature reviews on Vans and conducted Vans-brand analysis and sports-brand benchmark analysis
- Collected customer preferences data based on interviewing and questionnaire survey, and conducted analysis; analyzed Vans visual identity from its logo, Vans-related products and official website design
- Delivered findings and results to professors and students in class

A Study on the Cultural Industry Marketing in the Yangtze River Delta –Group Member Jun. 2016-Jul. 2016

- Conducted field research into local traditional artworks, including lacquer ware factory, heritage towns, museums and other design institutions, and wrote a 25-page research report
- Attended lecture series and learned about traditional artworks' design and production
- Studied local lifestyle and learned local architectural forms and constructions

INTERNSHIPS

Beijing Institute of Architectural Design (BIAD) –Assistant in Ma Guoxin Studio Jul. 2016-Aug. 2016

- Attended training sessions and learned BIAD history, rules and regulations, and architectural projects procedures
- Involved in “Shenyang Zhuozhan Shopping Mall Reconstruction” project, and researched into the research background by reading relevant documents; assisted with the interior environmental design
- Supported studio design-related work, such as modeling, drawing via CAD and Rhino

Tsinghua University Press (TUP) –Intern Designer in Children Department Jan. 2016

- Processed pictures with Adobe Photoshop and helped design book covers
- Handled administrative assignments: documents management, telephone communication and e-mail correspondence

DESIGN-RELATED EXPERIENCES

BJUT Space Design Contest –Group Leader (Group of Three) Feb. 2017-Apr. 2017

- Coordinated the group work, scheduling, assigning tasks, seeking information and organizing discussions and brainstorming
- Proposed a concept of designing a LOFT Apartment for youth to convey the lifestyle of pioneer and fashion
- Engaged in modeling and designing

A Study of Imperial Palace Wall Relics Park –Group Leader (Group of Five) Mar. 2017-Apr. 2017

- Led the group conducted field investigation and finished the data analysis
- Designed public woody chairs for Imperial Palace Wall Relics Park, which awarded the 2nd prize in Designing and the Favorite Design respectively for the Imperial Palace Culture Festival & Design Contest

Creativity and Transformation of Xuxian App (A fruit-selling APP) –Group Leader (Group of Three) Oct. 2016-Jan. 2017

- Studied the high energy-consuming designs and green designs
- Visited retail stores for fresh-food industry research and wrote reports based on field research and questionnaire data
- Designed offline shops and self-help cabinets which took costs, distance and shop image into considerations
- Played a key role in designing, modeling and writing reports

Traditional European & African Designs –Group Member (Group of Four) Sep. 2016

- Took an active part in researching and literature reviews, and presented researching findings in seminars
- Played a key role in designing, modeling and photographing
- Completed cooperative chair designs, which used cultural elements of masks and Nocker red statue in African chairs, and plants morphology in European designs

VOLUNTEER ACTIVITY & SOCIAL PRACTICE

Bali Island, Indonesia –Volunteer teacher Jul. 2016

- Taught students English by planning interesting activities

Painting from life, Laoshan, Qingdao Jul. 2015

- Participated into activity planning and organizing

COMPUTER SKILLS & INTERESTS

- Computer Skills: Sketchup; Rhino; Solidworks; Photoshop; AI; InDesign; Sketch; CAD
- Interests: Piano; Hip-hop; Running and traveling; Tattoo