

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	09/2014-07/2018
<ul style="list-style-type: none">Major in Industrial Design, Candidate for Bachelor of Arts in June 2018; GPA: 3.42/4.0TOEFL: R+L+S+W; Sitting for Exam:GRE: V+Q+AW; Sitting for Exam:	

ACADEMIC RESEARCH

Research on Brand Marketing –A Case Study of VANS –Individual Work	04/2017-06/2017
<ul style="list-style-type: none">Did ample literature reviews on Vans and conducted Vans-brand analysis and sports-brand benchmark analysisCollected 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 designDelivered findings and results to professors and students in class	
A Study on the Cultural Industry Marketing in the Yangtze River Delta –Group Member	06/2016-07/2016
<ul style="list-style-type: none">Conducted field research into local traditional artworks, including lacquer ware factory, heritage towns, museums and other design institutions; attended lecture series introducing traditional artworks' design and production, and wrote reportsStudied local lifestyle and learned local architectural forms and constructions; completed a 25-page research essay	

INTERNSHIPS

Beijing Institute of Architectural Design (BIAD) –Assistant in Ma Guoxin Studio	07/2016-08/2016
<ul style="list-style-type: none">Attended training sessions and learned BIAD history, rules and regulations, and architectural projects proceduresInvolved in “Shenyang Zhuozhan Shopping Mall Reconstruction” project, and researched into the research background by reading relevant documents; assisted with the interior environmental designSupported studio design-related work, such as modeling, drawing via CAD and Rhino	
Tsinghua University Press (TUP) –Intern Designer in Children Department	01/2016
<ul style="list-style-type: none">Processed pictures with Adobe Photoshop and helped design book coversHandled administrative assignments: documents management, telephone communication and e-mail correspondence	

DESIGN-RELATED EXPERIENCES

BJUT Space Design Contest –Group Leader (Group of Three)	02/2017-04/2017
<ul style="list-style-type: none">Coordinated the group work, scheduling, assigning tasks, seeking information and organizing discussions and brainstormingProposed a concept of designing a LOFT Apartment for youth to convey the lifestyle of pioneer and fashionEngaged in modeling and designing	
A Study of Imperial Palace Wall Relics Park –Group Leader (Group of Five)	03/2017-04/2017
<ul style="list-style-type: none">Led the group conducted field investigation and finished the data analysisDesigned 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)	10/2016-01/2017
<ul style="list-style-type: none">Studied the high energy-consuming designs and green designsVisited retail stores for fresh-food industry research and wrote reports based on field research and questionnaire dataDesigned offline shops and self-help cabinets which took costs, distance and shop image into considerationsPlayed a key role in designing, modeling and writing reports	
Traditional European & African Designs –Group Member (Group of Four)	09/2016
<ul style="list-style-type: none">Took an active part in researching and literature reviews, and presented researching findings in seminarsPlayed a key role in designing, modeling and photographingCompleted 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	07/2016
<ul style="list-style-type: none">Taught students English by planning interesting activities	
Painting from life, Laoshan, Qingdao	07/2015
<ul style="list-style-type: none">Participated into activity planning and organizing	

COMPUTER SKILLS & INTERESTS

- Computer Skills
- Interests: