

# 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  
**Marketing Intern** 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

Html Mandarin

CSS English

JQuery

### Technical

User Experience Design Marketing

Design Thinking Finance

Visual Identity Design Strategy

CIS and Brand Management