Chenyue HE

Tel: +86 18357439542   Email: 1098536@wku.edu.cn
Add: No.88 Daxue Road, Ouhai District, Wenzhou, Zhejiang, P. R. China, 325060

EDUCATION

Michael Graves College, **Wenzhou-Kean University (WKU)**   Wenzhou, China   Sept.2018-Jun.2022
(English as the medium of instruction, cooperatively run by Wenzhou University, China, and Kean University, U.S.)
Major: **B.F. A. in Graphic Design** *(will be awarded by Kean University, U.S.)*   GPA: 3.08/4.0
Honors: **First Prize** in Let's Charrette of WKU 3rd Thinking Creatively Conference; Fang Jiekan Scholarship ($785)

EXCHANGE PROGRAM

Kean University (KU)   New Jersey, U.S.   Jan.-May 2020
- Took courses such as *Industrial Design Fundamentals*, *Motion Graphics Design I*, and *Typography II*; participated in project-based salons, workshops and seminars in Let's Charrette and faculty-led studios.
- Self-designed a hair dryer; presented and printed it out using 3D printing with recyclable material when attending the annual online Kean 18th Thinking Creatively Conference.

PROJECT EXPERIENCE

Rowing Science Popularization Exhibition Planning and Design   *Course: Design for Mobile*   Aug.-Dec.2021
- Developed a supporting application for online exhibition; used SketchUp for modelling, VRay for rendering the venue, halls, and installations; applied emerging technology such as VR, AR, and holography to improve audience's exhibition experience.
- Participated in seminars to determine exhibitions' theme and style, as well as exhibition hall and display design.
- Chose WKU's CHEN TIANLONG Art Museum as the exhibition site; followed up on its installation and site layout processes.

Design of the Interactive Music Application 'Peace'   *Course: Brand Strategies and Design*   Feb.-Jun.2021
- Designed, distributed and collected questionnaires to gather and analyze valid data; conducted competitor analysis and positioned targeted users.
- Completed the brand mapping process, including design goals, brand style and personality, and a content marketing strategy.
- Executed the overall design process independently from product concepts and user personas to information structure and UI design.

Design of Used Book Trading WeChat Applet   *Course: UI/UX Design I*   Sept.-Dec.2020
- Conducted a field investigation at WKU including video interviews; designed the WeChat Applet's framework by mind mapping.
- Used SketchUp for modelling, VRay for rendering libraries and used book trading installations.
- Created wireframes, prototypes, and interaction design; developed user research and built information architecture.

ENTREPRENEURSHIP

Co-founder & COO, Shanghai Shenshi Nianhua Sports and Culture Development Co., Ltd.   Aug.2021-Present
- Identified the target group as international school students with plans to study abroad, and companies with team building needs; planned and promoted elite rowing training camps or weekend outdoor trips with rowing as the main program.
- Responsible for branding, graphic design, and marketing strategy; operated and managed the official accounts of social media platforms including WeChat and Bilibili, etc. to increase our brand voice.
- Organized and hosted exhibitions, held rowing events and competitions, recruited participants to expand our corporate presence.

INTERNSHIP

Design Assistant, MOOIN Design Studio of Hangzhou KDA Technology Co., Ltd.   Hangzhou, China   Apr.-Aug.2021
- Participated in design work for gaming and medical hardware projects, designed exterior and related interface design for products.
- Responsible for supporting work with design projects, focusing on behavioral analytics; proficient in collecting heterogeneous data using multiple methods such as context mapping, cultural probes, interviews, questionnaires, etc.
- Analyzed competitive products and user portraits based on industry research and trend analysis; explored and concluded user needs and scenarios, and then helped locate target users and product themes.
- Assisted with creating story board, and business model canvas; worked with design teams to drive product solutions to fruition.

EXTRACURRICULAR ACTIVITIES

Co-founder, WKU Graphic Design Association   Sept.2019-Jun. 2021
- Responsible for publicity of our association on WKU Campus Open Day; planned and executed events such as design workshops and salons, exhibition visiting, and microfilm shooting.

Vice Captain, WKU Tennis Team   Sept.2018-Jun. 2020
- Organized daily training; participated in university-level and regional competitions as a representative player.

Vice Captain, WKU Baseball Team
- Participated in university-level, provincial and national competitions as a representative player.   Sept.2018-Jun. 2020

Member, KU Chinese Students and Scholars Association   Jan.-May 2020
  ◆ Planned events; post an article on KU official WeChat account; designed posters and pamphlets using Photoshop.
Member, Human Resources Department of the WKU Students' Government   Sept.2018-Dec.2019
  ◆ Organized regular meetings, skill training, and team building; hosted activities and evening party for the freshmen.

SKILLS & INTERESTS

Professional Skills: drawing, modelling, rendering, Wireframing, UX & UI design, interaction design

Software Operation: 2D - Adobe Suite (proficient in Photoshop, Indesign, Illustrator)

                        3D - 3ds Max, Blender, Maya, Rhinoceros, SketchUp,VRay; Other - SPSS, NVivo, Microsoft Suite

Interests: Music (Blues, R&B), Saxophone, Baseball, Tennis, Skiing, Road Cycling