# Yanrou GE

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## EDUCATION

**Zhejiang Wanli University**                                                                                                                China
**Sino-German Institute of Design and Communication**                                                        Sep 2022 - Jun 2026
*Bachelor's Degree in Design and Technology*

- **GPA:** 3.95/5.00 (Ranking: 1/27)
- **Relevant Modules:** Computer Aided Design, Intercultural Communicative Competence Development, Design Aesthetic & Methodology, Digital Image Design, Trends in International Design & Innovation, Motion Design, Interactive System, Virtual Reality Design, User Experience Design, Media-Integration, Interactive Prototyping

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## ACADEMIC PROJECT ENGAGEMENT

**China Innovation & Entrepreneurship Programme (Project ID: 654112300195) — Living Conditions and Service Needs of Women Living Alone in Ningbo: Policy-Oriented Research**                    Jul 2023 - Nov 2024

- **Role:** Team Lead (5 members)
- **Project Overview:** Led a social policy study responding to demographic shifts and evolving family structures in Ningbo, examining the growing cohort of women living alone, their lived experiences, and service needs to inform targeted support.
- **Responsibilities and Achievements:** Designed and implemented a mixed-methods approach, including (i) a structured questionnaire survey to capture demographic profiles, living conditions and stated needs; (ii) in-depth qualitative interviews to elicit experiences, perceptions and suggestions; and (iii) a documentary/literature review to situate findings within domestic and international practice and policy.
- **Outputs:** Manuscript provisionally scheduled for publication in *Huazhang*, Apr 2025, p. 129 (CN22-1282/I; ISSN 1009-5489).
- **Recognition:** Recognised with a national-level award.

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## INTERNSHIP EXPERIENCES

**Hape International (Ningbo) Ltd.**                                                                                         Ningbo, China
*President's Office Intern*                                                                                               14 Apr 2025 - 24 Jun 2025

- Supported a film-themed cultural IP initiative: mapped market-leading cultural-creative products and revenue models; analysed collaborating artists' (photographers and filmmakers) styles and biographies; and designed personalised merchandise (e.g., tumblers) using Adobe Photoshop (PS) and Adobe Illustrator (AI) to explore pathways from "artistic IP" to commercial products.
- Contributed to restaurant site-selection due diligence and research on child-friendly cities and eateries (domestic and international cases), evaluating core factors such as safety, green space and play–learn integration to align with the company's "learning through play" philosophy; developed preliminary approaches to estimating children's restaurant revenue and strengthened commercial data awareness.
- Analysed user reviews of popular toys on Amazon to synthesise strengths and weaknesses, tag high-frequency feedback, and consolidate ratings and review volumes into a report that informed product optimisation.
- Produced an AI-generated promotional video for a new toy project, building end-to-end capability from market insight to creative execution.
- Proactively reviewed industry cases (successes and failures) and organised business contact data, enhancing commercial thinking, cross-functional collaboration, and understanding of the creative industry value chain from market need to product design and commercialisation.

**Zhejiang Zhongshi Company**                                                                                             Ningbo, China
*New Media Operator*                                                                                                       12 Sep 2024 - 14 Jan 2025

- Managed corporate social media accounts; planned content around trending topics; wrote scripts; co-ordinated on-site shoot logistics and set dressing; independently completed video editing and cover design. Scaled views from dozens to over 10,000, strengthening the reach of cultural content.
- Tracked script development and collaborated with colleagues to adjust creative direction, delivering high-quality outputs to deadline.
- Demonstrated initiative and adaptability by actively seeking guidance, rapidly onboarding, and handling post-shoot site reset and related tasks; evidenced strong communication and teamwork.
- Deepened end-to-end understanding of the cultural-content pipeline from creation through to market dissemination.

**Tongxiang Wutong Keqin Bicycle Store**                                                                       Tongxiang, China
*Store Operations Assistant*                                                                                             30 Jun 2024 - 3 Sep 2024

- Delivered front-of-house sales support by welcoming customers, eliciting use-case needs (e.g., daily commuting, outdoor riding, family outings), and providing tailored model recommendations; explained specifications and performance features to guide purchase decisions.

- Contributed to weekend promotional campaigns by crafting messages that balanced commuting convenience with the enjoyment of cycling; amplified reach through in-store pitching and online sharing, driving increased footfall. Gained practical insight into aligning product, user and scenario—transferable to future promotion of cultural and creative products.

**Youxuepai (Haining Yintai City Experience Store), Haining Huasheng Trading Co., Ltd.**      Haining, China
*Store Sales Specialist*      20 Jun 2023 - 15 Sep 2023
- Engaged customers across age groups, tailoring value propositions to distinct needs; emphasised educational content and parental benefits for adults while demonstrating interactive learning features to children, which deepened product understanding and encouraged purchase intent.
- Supported bookstore cultural-promotion events by cross-merchandising the learning device with children's books and stationery to create immersive learning displays; collected user feedback on device usability and content to inform merchandising and product refinement.

## CAMPUS ACTIVITIES

**Class Organising Committee**      Sep 2022 - Present
*Committee Member*
- Led planning and delivery of class events (e.g., sports and culture festival), overseeing task allocation and timelines to ensure smooth execution; strengthened event design and team co-ordination skills aligned with project-process control.

**Residence Management Department, Student Union**      2023 - 2024
*Officer*
- Conducted hall and dormitory inspections, compiled statistics and consolidated spreadsheets (Excel), developing attention to detail and data-organisation capability.

**Xingxing Farm**      14 Oct 2023
*Volunteer*
- Supported autistic children in building a chicken coop; fostered patience and empathy, informing an inclusive approach to cultural-creative project design.

**"Passing on Tradition: Handcrafted Breeze" Fan-Painting Workshop**      22 Jun 2023
*Activity Administrator*
- Guided international students in making folding fans and practising calligraphy, deepening understanding of cultural outreach and experience design.

**Ningbo Programme for Female University Students: Entrepreneurship and Employment**      22 - 23 Apr 2023
*Participant*
- Studied interview techniques and entrepreneurship fundamentals; undertook field visits, building a foundation in commercial thinking.

**"Forging Dreams, Shaping Spirit: Living English Class" Cultural Activity**      15 Apr 2023
*Activity Administrator*
- Managed on-site operations and led international students and children in hands-on traditional culture experiences with bilingual facilitation, enhancing cross-cultural communication and cultural dissemination skills.

## HONOURS AND AWARDS

- Zhejiang Provincial Second Prize, 2025 Future Designer Awards      2025
- Zhejiang Provincial Government Scholarship      2022 - 2024
- First-class Scholarship, Zhejiang Wanli University      2022 - 2024
- Outstanding Student Cadre (Student Leader), Zhejiang Wanli University      2022 - 2024
- Merit Student, Zhejiang Wanli University      2022 - 2023
- Wanli Individual Award, Zhejiang Wanli University      2022 - 2023

## SKILLS & HOBBIES

**Languages:** Chinese (native), English (fluent)
**Qualification:** IELTS (7.0); CET 4 & 6; Certificate of Putonghua Proficiency Test; Certificate of National Computer Rank Examination
**IT Skills:**
- **Programming & Prototyping:** C; Arduino
- **Creative & Visual:** Adobe After Effects; Adobe Illustrator; Adobe Photoshop; Adobe Lightroom; VRoid Studio
- **Modelling:** Cinema 4D; SolidWorks
- **3D/Game Tools:** Unity (basic)
- **Productivity:** Microsoft Office (Word, Excel, PowerPoint)

**Hobbies:** Photography; live-stream content remixing; end-to-end editing; platform publishing; audience-led content design; engagement optimisation; new-media distribution; cultural-creative communication; analytics-driven iteration