

Education

- **Stanford University** Stanford, CA, U.S.
M.A in East Asian Studies; Supervised by Professor Scott Rozelle Dec 2021 - Jun 2023
Courses: Rural-Urban Divide; Design Machine Learning: A Multidisciplinary Approach; Social Enterprise Workshop
Research Interests: Rural Education & Healthcare; Philanthropy & Social Innovation in China
- **London School of Economics and Political Sciences (LSE)** London, UK
B.A in History (Honor Degree) Sep 2018 - Jun 2021
First-Class Honours

Research Experience

- **Senior Thesis on the Late Qing's Sino-Tibetan Borderland** London, UK
HY300 Dissertation (Distinction) Aug 2020 - Jun 2021
 - Conducted an independent research project on the dynamics of Sino-Tibetan borderland societies through lenses of French missionary accounts, local gazetteers, Qing imperial decrees, and contemporary literature.
 - Revealed significant political changes along the Qing's southwestern frontier amid its state expansion process and showed the importance of the 1905 Tibetan Rebellion in understanding contemporary Sino-Tibetan border dispute.
- **Final Project on the Anthropology of Technology** London, UK
AN100 Final Project (Distinction) Apr 2021 - May 2021
 - Built from Bruno Latour's theory and discussed how people enter into relations with guns in particular and technology in general to act together.
 - Concluded that it is through thinking the human-technological agency in culturally specific ways that we might be able to figure out conditions of possibilities that give rise to its real-life consequences before subverting them.
- **Final Paper on Leopold Von Ranke and Historical Research Method** London, UK
HY241 Final Project (High Distinction) May 2020
 - Offered a critical reflection on the archival-based research method proposed by Leopold Von Ranke and its contribution to the development of the history discipline.
 - Argued that while Ranke's method was flawed on its own terms and the injection of historians' subjectivity is inevitable, it had substantially influenced the history discipline and subsequent historians from across different historical schools and nations.
- **Final Paper on Opium in the Early Modern China and Europe** London, UK
HY330 Final Project (High Distinction) May 2020
 - Examined carefully opium's changing meanings for China and Europe during the early modern period and the specific contexts which conditioned its transitions.
 - Concluded that the social life of opium in early modern China and Europe has intrinsically reflected the contemporary Chinese and European economy, culture and society and these have set the prelude to the First Opium War.
- **Summative Project on the French Annales School** London, UK
HY241 Summative Research Essay (High Distinction) Feb 2020 - Mar 2020
 - Examined the extent to which the concept of 'long durée' can be known as a main contribution of the 'Annales School' by a thorough overview of the conducts of Annales scholars.
 - Identified Annales' contributions such as 'long durée' and 'history of mentalité' as lens for the Annales scholars to reveal the 'total history' they aspired.
- **Summative Project on Chinese tea in the 18th-century England** London, UK
HY330 Summative Research Essay (High Merit) Mar 2020
 - Assessed critically the social role of Chinese tea in the 18th century England through analysing its social, economic, and political history.
 - Discovered the nature of 'Chinese tea' as a 'necessary luxury' in the 18th century English society by drawing extensively from British East India Company accounts and 18th century British artworks.

Social Impact Project Experience

- **Design for Overseas Immigrants (Stanford d.school)** Stanford, CA, US
Project Coordinator Jan 2022 - Mar 2022
 - Conducted one-to-one interviews with 10 overseas immigrants of different cultural backgrounds and language levels to understand their real-life experiences of living abroad.
 - Identified the 2 major human-centred problems for less advanced and advanced speakers as they both need effective means to improve their use of language.
 - Designed 2 Machine Learning prototypes that help users with different language capabilities to address their immediate and long-term needs for language uses.

- Iterated the prototype based on user feedback and produced a ML prototype that delivers different experiences and content to diverse users and self-iterates when the model fails.
- VR4U (“VR for the Mental Health of Youth”)** Stanford, CA, US
 - Project Coordinator* Jan 2022 - Mar 2022
 - Conducted one-to-one interviews with different stakeholders (e.g. college students with mental health issues, mental therapists, college clinics, VR developers).
 - Discovered the huge gap between youths’ needs for effective mental health therapies and available resources in their communities as well as identified VR’s potential in providing efficient treatment.
 - Partnered with Stanford Virtual Human Interaction Lab, Amelia Virtual Care and Stanford CAPS in preparation for the pilot program to gauge the impacts and risks of the real business.
 - Responsible for the business model for “VR4U” by crafting the stage plan and ensuring the short-term and long-term financial stability of VR4U.
- LSE Equity, Diversity and Inclusiveness Panel** London, UK
 - Chief Organizer* May 2020
 - Launched an online panel on the topic of ‘racism in the time of coronavirus’ to arouse global citizens’ awareness on the disease-related racism in history.
 - Invited Prof. Jean Comaroff (Harvard), Prof. Mark Harrison (Oxford), Prof. Angela Leung (HKU) as roundtable speakers.
 - Produced insightful discussions on the reasons and consequences of disease-related racism and achieved over 100 live audiences on the panel date.
- “Dream of Sahara” Charity Fundraising Program** London, UK
 - Chief Organizer* Apr 2018 - Jun 2018
 - Organised the online and offline charity fundraising in the UK, China, and the US., in the pursuit of refurbishing a new education association for children in Merzouga, nearby the Sahara Desert.
 - Collaborated with a local NGO in Merzouga and student unions at LSE as well as Florida University to expand the impact of this fundraising event and raise public awareness on education inequality in Morocco.
 - Received over 2,400 euros donation and successfully built a new school for both local children and women to acquire basic language education and handcraft skills.
- AIESEC in Poland** Krakow, Poland
 - Global Talent Intern* Oct 2017 - Dec 2017
 - Worked as a multilingual (Chinese & English) teacher in top universities in Poland such as Jagiellonian University and conducted one-to-one language courses to 10 Polish students on a weekly basis.
 - Fostered cultural exchanges between Chinese and Polish people through introducing the students the different customs, dialects and other cultural practises across diverse Chinese cities.

Professional Experience

- Genki Forest** Beijing, China
 - Strategy Intern* Jul 2021 - Nov 2021
 - Conducted detailed UX research of Ready-To-Drink Tea in China basing on one-to-one interviews and quantitative analysis and successfully drew the user profile for both sugar tea and sugar-free tea.
 - Explored the customer perception of Genki Vitamin Water and developed detailed advice on its branding strategy through focus group and Guerrilla interviews as well as competitor analysis.
 - Studied the market size and growth potential of Genki’s key market segments (i.e. Chilled Yoghurt, Potato Chips, RTD Tea) through expert calls, Euromonitor statistics and industry reports.
- Judydoll Cosmetics** Shanghai, China
 - Strategy Intern* May 2021 - Jul 2021
 - Assisted in the process of developing 4 new SKUs through exploring the customer pain points and market trends.
 - Researched the positioning of cosmetics brands in China and proposed Judydoll’s market position as a local cosmetics brand with both great feel and efficacy.
- London Strategic Consulting** London, UK
 - Director (Client Relations)* Oct 2018 - May 2020
 - Led a team of 5 people to establish the long-term partnership with Depop, Locke Hotel and Kora by developing staged plans for companies’ global expansion.
 - Analysed the market segmentation to help Mongol News (a start-up company in news industry) identify key customer groups and outlined potential strategies to maximise student signups during the time as a strategy consultant.
- Frost & Sullivan** Shanghai, China
 - Summer Analyst Intern* Jul 2019 - Aug 2019
 - Conducted detailed desk research and cold calls to investigate the school bus operation services in Shanghai, Jiangsu and Zhejiang province.
 - Studied the market trends of the Artist Agency industry in China and engaged in the production of client’s prospectus.
 - Managed to attract a large number of attendees and received a high compliment on the event organization from panelists.

Qualification & Skills

- Language:** Proficiency in Mandarin (Native), English (IELTS 8.0), French (Intermediate)
- Test:** GRE (Verbal 162 + Quant 165 + Analytical Writing 5.0)
- Hobbies:** Gu Zheng performance (Chinese Musical Instrument), Singing Performance, Fitness