

# YA WEN LU

TAIPEI / TOKYO / SHANGHAI / PARIS / NEW YORK

## EXPERIENCE

**2008**  
Milknhoney Production

**milknhoney.com.tw**  
codinate production process, assist casting

**2007**  
Kinderly Real Estate Consultancy

**www.jsjdl.com**  
research, analyze consumer trends, create target consumer profile

**2006**  
Taipei Artist Village

**www.artistvillage.org**  
graphic design, cordinate with artist

## EDUCATION

**2009-current**

**Parsons The New School for Design**      **New York, US**  
BBA, Design & Management  
Dean's List: SPRING 09, SPRING 10

**2007-2009**

**Parsons Paris**      **Paris, France**  
BBA, Design & Management  
Dean's List: FALL 08

**2001-2006**

**Suzhou Singapore International Schol**      **Suzhou, China**  
Bilingual International Baccalaueate (IB) Graduate

## SKILLS

**Software**

Photoshop, Illustrator, InDesign, Dreamweaver  
Microsoft Word, Excel, Power Point

**Languages**

Chinese, English and French

## INTERESTS

Theater Art, Design books, Social Media ,Trends Analysis



## VISUALIZING DATA



DESIGNERS' SALARY



CONSUMER JOURNEY



## PROTOTYPING IDEAS



GAP ONLINE WARDROBE



EBAY VINTAGE



## CONCEPT DEVELOPMENT



THE SMELL OF GROWING UP



## UNDERSTANDING CUSTOMER



CRAVING FOR ICE CREAM



## STRATEGY PLANNING



COMFORTING TEA