DU Jinglu

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EDUCATION BACKGROUND

Xi'an Jiaotong-Liverpool University & University of Liverpool   **09/2016-07/2020**

Qualification(China):Bachelor of Engineering

Qualification(UK):Bachelor of Engineering(Upper Second Class (Honours))

- Major: Industrial Design
- Languages: Native in Mandarin, Proficient in English (can be used as working language)

The University of Hong Kong (HKU)   **09/2025-11/2026 (Expected) | Admitted for Fall 2025**

Qualification: Master of Science in Engineering

- Specialization: Innovative Design and Technology
- Relevant courses: Innovation and R&D Principle; Mechatronic system engineering; UAV design, navigation and control

PROJECT EXPERIENCES

Research on the Daily Chemical Industry, Shenwan Hongyuan Securities   **06/2022-07/2022**

Researcher

- Studied the development and prospect of daily chemical products in the Chinese market.
- Sorted out the development history of the industry, an overview of the industry chain, competitiveness, etc., extracted potential opportunities and future trends for industry development and produced a 15-page research report on relevant parts.
- Participated in 8 executive interviews and was responsible for meeting recorder. Organized the interview content and generated summary materials, which were highly recognized by analysts.
- Organized the financial information of key targets in the daily chemical industry, including operational and financial analysis of listed companies, and form a report for clients.

Development of Robotic Vacuum Cleaner Project, Ecovas   **19/2019-07/2020**

Researcher & Designer

- Developed a new type of robotic vacuum cleaner. Utilized methods such as demand analysis, competitive analysis, KJ diagrams, and the Kano model to identify various pain points to facilitate innovative product development.
- Responsible for the establishment of a comprehensive market research model targeting the pet industry. Uncovered the potential commercial value of the pet economy and ultimately directed the R&D efforts of the product towards this market.
- Conducted field research on pet-owning households to gain insights. Employed Cognitive Mapping and Bodystorming to analyze interaction patterns between pets and their owners.
- Developed initial prototypes by designing three different cleaning robot models. Worked on interaction design using Adobe XD and Protopie, and technical implementation involved machine learning, computer vision, and multi-sensor programming.
- The design concept for the product was successfully implemented into the T8 robot, which was launched in March 2020. The product achieved great sales on e-commerce platforms such as Douyin, Taobao, and JD.com, becoming the top-selling item in its category on Taobao. The design received high recognition from both the university and the company.

Sunbrella Fabric Display Rack Design Project, GLEN RAVEN ASIA   **03/2019-06/2019**

Researcher & Designer

- Participated in the Sunbrella fabric marketing exhibition design project under Glen Raven, developed a design plan
- Directed the overall research plan and led the team with effective task division.

- Engaged in discussions with clients to establish brand categorization and user personas, and utilized the honeycomb model to analyze the company's core values.
- Assisted the design team in evaluating market conditions and conducting competitive analysis. Employed TPCM object insight, dimensional intersection models, and the Kano model to develop design proposals.
- Conducted field research, applied Bodystorming, Eye-tracking, and Nielsen's interaction principles to analyze consumer pain points, and contributed to the development of a user experience design proposal.
- Implemented technical operations (C++ programming, Arduino for smart hardware, physical modeling). Collaborated with the design team to carry out user experience testing and gather customer feedback.
- The preliminary research conducted by the team earned high praise from the marketing department, and the team's design project, "The Dome", was awarded the "Best Project Award" at the event.

WORK EXPERIENCES

Fundamental Quantitative Investment   **04/2022-Present**
Investment Independent Investors
- Analyze historical industry policies across multiple fields, including information about life cycles, competitiveness, and prospects, to track competitors' movements, business barriers, and potential industries.
- Conducted in-depth financial statement analysis and built quantitative financial models to screen stocks. Apply free cash flow valuation methods to evaluate the possibilities of accounting fraud and identify the undervalued investment opportunities.
- Assess the impact of domestic and international macroeconomic variables on investments, including GDP, inflation, interest rates, PMI, monetary aggregates (M0, M1, M2), new loans, and geopolitical factors, to identify and act on abnormal signals for trading.
- Developed a human-centric investment model by using GPT-based systems to collect and quantitatively analyze a vast amount of information on social and market sentiment.
- Designed and implemented a stable, profitable quantitative stock trading model which achieved an annualized excess return of 25.87% over 23 years.

Freelance Work (providing guidance services to students of XJTLU)   **09/2020-12/2021**
Freelance Designer
- Guided students to design works, and supported students with 3D model printing.
- Counselled students in the competition "Memory-Regathering Syria", sponsored by UNI.xyz and the Syrian government. The design won a golden prize and was published in the design and architecture journal UNI.
- Instructed students to design products with the theme of "Camping Economy", which has been recognized by the president of a large company and a well-known designer named Eduardo Martres, Chief Industrial Designer at Transsion.

BENWU STUDIO   **08/2020**
Designer & Researcher
- Contributed to the design of a women's jewelry and handbag collection for the Shanghai-based brand *PuYu Jewelry*.
- Created a 2021 winter-themed custom edition product for French brand *Hermès*, displayed in high-end retail locations such as Shenzhen Impression City and Guangzhou Taikoo Hui.
- Conducted user research, competitive analysis, conceptual design and product styling, and produced models and detailed drawings for project proposals.
- Customized epidemic prevention supplies for a famous domestic celebrity, provided a complete set of vi designs for a private hospital in New York, USA, and provided industrial design support for *BENWU STUDIO*.

PRACTICAL EXPERIENCES

Shenzhen Yield Horizon Co., Ltd   **01/2022-03/2022**
Researcher (New Energy Industry)
- Conducted a comprehensive review of the global development history of the new energy sector, and updated critical

metrics such as policy support intensity, supply-demand cycles, penetration rates, and market concentration in 2021, hence revised market expectations and investment strategies.

- Utilized the WIND financial platform to analyze dozens of companies within the photovoltaic (PV) industry, including the examination of the upstream and downstream supply chains, industry dynamics, business models, and financial condition. Identified several potential leading companies in niche segments.
- Analyzed and forecasted key financial metrics for the above companies, applied valuation models such as PB-ROE, PEG, as well as free cash flow analysis to produce an in-depth report on the new energy sector.

Undergraduate Course "Human Computer Interaction" , Department of Industrial Design, XJTLU   02/2019-05/2019

Teaching Assistant

- Answered students' questions and provided technical support to students in the class.
- Helped students with programming difficulties, hardware, and circuit problems encountered in their AI projects.
- Recorded students' studying feelings, opinions, and suggestions, and provided feedback to the professor.

SKILLS

- Proficient in Microsoft Office: Word, PowerPoint, Excel, Xmind, etc.
- Skilled in graphic design software: Adobe Photoshop (PS), Adobe Illustrator (AI)
- Skilled in interaction design software: Adobe Experience Design (XD), Protopie
- Strong command of product modeling and rendering software: Creo, Rhino, Keyshot
- Strong command of product development tools: Arduino (C++), Raspberry Pi, Processing (Java)
- Great mastery of Web development technologies: HTML, CSS, JavaScript, Tableau, GitHub
- Great mastery of Financial quant analysis: Python, R, TQScript, SQL

HOBBIES

- Discipline: Philosophy, Physics, Business, Psychology
- Others: Programming, Calligraphy, Table tennis, Swimming