

WENHUI (VENVY) XIAO

+44 (0)7562611059 | wenhui1941@gmail.com | London | <https://www.venvyxiao.com/>

EDUCATION

University of the Arts London	London, United Kingdom
<i>MSc Fashion Strategy Management (Expected Grade: First Class)</i>	Oct 2021 – Present
• Relevant Modules: Strategy, Innovation and Disruption; Research Customer Behaviour; Luxury Brand Management; Language & Culture for Business • Award: Certificate in Innovative Strategic Management & Leadership Theory in Fashion	

PROFESSIONAL EXPERIENCE

InkJoyGraphy	London, United Kingdom
<i>Culture Ambassador & Art Teacher</i>	Aug 2023 – Present
• Curated and delivered 30+ Chinese Calligraphy workshops in collaboration with 5 brands, creating cross-cultural engagement opportunities for participants across diverse age groups and backgrounds. • Invited by the British Museum to lead a private calligraphy workshop as part of the China's Hidden Century exhibition, facilitating cultural exchange and enriching community outreach efforts for 30 international participants. • Specialized in organizing corporate ESEA (East and Southeast Asian) events, including Chinese New Year celebrations, to promote cultural understanding and foster multicultural connections. • Leveraged expertise in Chinese language and cultural heritage to design tailored workshops, supporting brands in engaging with diverse communities and enhancing their global cultural narratives.	

GROUPAL	London, United Kingdom
<i>Artiste Event Assistant</i>	Jan 2023 – Nov 2024
• Coordinated logistical support for 10+ artist groups, managing welcoming, transportation, and ad-hoc issue resolution. • Established stage setup with 100+ team members, and successfully delivered 15+ spectacular performances at London's iconic LIVE performance venues, such as O2 Arena, Eventim Apollo, and OVO Arena Wembley.	

AILUX GROUP	London, United Kingdom
<i>Buying and Merchandising Assistant</i>	Sep 2023 – May 2024
• Building internal systems and designing 10+ brand reports, including WSSI, sales projections, price analysis, and product and category performance reports. • Working with the JD's Ops team to build process flows, planning, and sales reporting, implementing processes, managing new launches, and working cross-functionally with stakeholders across all business areas. Launched the first flagship on JD in China in 2024, the monthly growth rate of new users increased by 70% in the same year.	

Art First Education	London, United Kingdom
<i>Summer School Program Designer and Tutor</i>	Mar 2023 – Jul 2023
• Designed a 15-day UAL summer art school for 11 students aged 15-19 years old. • Implemented experiential learning theories in the program design and led visits to art galleries and fashion stores.	

Maison Mia	London, United Kingdom
<i>Market Researcher</i>	Feb 2023 – Jul 2023
• Conducted research on market trends, customer group distribution and competitors. Analysed data on area demographics and proposed a new store relocation plan for the CEO. • Formulated 12 reports and marketing plans by analysing monthly sales and media data. Increased monthly sales rate by 60% within 6 months.	

University of the Arts London	London, United Kingdom
<i>Teaching Assistant for Fashion Styling Course</i>	Apr 2023 – Apr 2023
• Facilitated in-class activities, including brainstorming, mood board creation, fabric sourcing, sewing, and clothing project execution for 15 students aged 11-15. • Facilitated small-group discussions and guided students in making 3-D samples with a focus on stimulating students' curiosity and creativity.	

Love Luxury	London, United Kingdom
<i>Chinese Marketing Director</i>	Apr 2022 – Sept 2022
• Created short videos on social media platforms including TikTok, Instagram, and RedBook. Achieved a peak of 1.5 million views and 29k likes on a single video.	

- Analyzed market data and integrated UK and Chinese cultural insights to create customized marketing strategies for Chinese consumers in the UK. Achieved the leading market share for Chinese consumers in the UK's pre-owned luxury sector within six months.
- Developed in-depth knowledge of luxury goods to provide clients with purchase recommendations and resale solutions. Increased sales revenue by 200% in six months.
- Maintained and expanded client relationships by planning and organizing 4 offline private events, enhancing customer engagement and loyalty.

RESEARCH EXPERIENCE

University of the Arts London

London, United Kingdom

Research Assistant

Dec 2022 – Jul 2023

- Conducted research on power dynamics and cultural differences in fashion education using autoethnography, focusing on Asian students' experiences in UK Art and Design programs.
- Designed and facilitated qualitative research. Recruited 20 students for narrative reflective writing and discussions.
- Findings emphasized the need for holistic pedagogical approaches in fashion education, advocating for creativity and risk-taking over rigid and results-focused methodologies.

CURATED EXHIBITIONS

MIND THE GAP

Black Swan Yard Studio, London

Curator

May 2023 – Jul 2023

- Reviewed 250+ artwork submissions, selected 20 artworks and crafted the exhibition foreword.
- Designed exhibition spatial layouts and produced technical drawings using 3D modelling and rendering tools.
- Pitched and secured a £20,000 grant from 6 social enterprises to fund the venue rental and materials.
- **Exhibition Summary:** Faced with urban expansion and the erosion of public spaces accelerated by capitalization, "Mind The Gap" explores the space that constitutes the imbalanced city. The GAP represent a compressed state of individual choice shaped by structuralism. The exhibition explored themes including individuals' social roles, continuously evolving or immutable identities, and cultures transcending temporal and geographical constraints.

BOUNDLESS

Miart Gallery, London

Curator

Mar 2023 – Apr 2023

- Guided 30+ art influencers and VIPs by providing exhibition insights and guest support.
- Coordinated with 10+ external organisations and internal teams across operations, media, philanthropy, and learning program design.
- **Exhibition Summary:** "Boundless" offers a limitless space for artists and viewers to explore identities beyond singular definitions, co-existing together in the moment. The artworks invite participants to observe the world from unique perspectives, transcending boundaries and engaging in a transformative journey through infinite time and space.

EXTRA-CURRICULAR EXPERIENCE

UAL Chinese Students and Scholars Association

London, United Kingdom

Vice President

Sept 2021 – Sept 2023

- Established promotional cooperation with 30+ businesses, such as Selfridges and HSBC. Developed cooperation plans and contract details.
- Organised the Art & Fashion Career Fair with 30+ creative companies to provide 100+ internships and full-time job opportunities. Supported students and graduates in job search and networking with employers in creative industries.

SKILLS, CERTIFICATIONS & INTERESTS

- **Software Skills:** Adobe InDesign, Adobe Photoshop, Canva, Adobe Premiere, MS Office Suite, Midjourney
- **Languages:** English (Proficient), Mandarin (Native)
- **Certifications:** Certificate of Arts Grade Examination of China, Grade 4 Guitar
- **Interests:** Handpan, Chinese Calligraphy