

# SHIHUA TENG

#3012 6-2-1 Nijuku, Katsuka-ku, Tokyo, Japan  
Mobile: +81 (0)80 4640 5858 E-mail: sikateng82@gmail.com

## SUMMARY

Launched a start-up business in 2017 as Co-Founder providing digital tools for menu translation and analysis service using image recognition technology targeting restaurants and overseas tourists. Created business plan, strategy, developed services, executed sales, marketing and successfully expanded the business. In 2019 joined a company that provides digital tools for food delivery and on-line OKR assessment service as Director and launched the Tokyo Office. Lead a team of 20 to launch new services into the market and manage operations. Have proven track record of delivering performance and growth in the information technology and services industry. Have a Master's degree in Media Design from Keio University.

## SKILLS

- User Interface Design
- Digital Marketing
- Business Development
- Leadership/Management
- Start-ups
- Self-starter
- Web Design
- Product Design
- Strategy
- Entrepreneurship
- Communication

## WORK EXPERIENCE

### **beepnow systems K.K.**

**April 2019 - Present**

*Provides digital tools for food delivery and on-line OKR assessment service*

#### **Director**

- Established Tokyo office, launched new services and manage operations and hiring
- Lead a team of 20 to deliver new products into the market
- Create strategies, plans, definition requirement, product designs, execute development, testing and releasing
- Conduct marketing such as creating owned media, LP and advertising
- Collaborate with clients and partner companies to identify product needs
- Developed a system to optimize work shift using AI and sold the system at a premium price

### **ToU Menu Inc.**

**August 2017 - Present**

*Provides food menu translation services utilizing digital tools*

#### **CEO & Co-founder**

- Founded the company as Co-Founder to launch a food menu translation service using image recognition technology targeting restaurants and tourists visiting Japan
- Create strategy, design and develop products (handled over 40 projects), execute sales, marketing, PR, business development, customer support and CRM
- Implement SNS marketing and SEO
- Led team and drove business to acquire 255 clients in just 6 months

## OTHER WORK EXPERIENCE

### **Internships**

#### **FaithCreates Inc., Hyogo, Japan (Oct 2015 - Mar 2017)**

- Created plan and design, handled coding for stamp rally service and worked on projects with local governments, organizations and railroad companies

#### **KerjaDulu, Taipei, Taiwan (Aug 2014 - Sep 2015)**

- As development assistant worked on UI/UX design and improved UI
- Researched competitors and designed desktop dashboard

**WritePath Inc., Taipei, Taiwan** (Feb 2014 - Mar 2014)

- Created affiliate program, marketing strategy, executed market/competitor research for companies making entry into the Japanese market

**EDUCATION**

*Bachelor of School of Policy*, Kwansei Gakuin University (GPA: 2.85/4.00), Hyogo, Japan (2017)

*Master of Media Design*, Graduate School of Keio University (GPA: 3.97/4.33), Kanagawa, Japan (2019)

**CERTIFICATION/QUALIFICATION**

N1 Japanese Language Proficiency Test (2012)

Japan Permanent Resident Status (2015)

TOEIC score 730 (2018)

**LANGUAGE**

Mandarin: Native

Taiwanese: Native

Japanese: Professional working proficiency

English: Proficient

**SOFTWARE**

HTML, CSS, JavaScript, AdobeXD/Photoshop/Illustrator/Figma/Sketch/InVision/Zeplin

**ADDITIONAL INFORMATION**

Vice President, Taiwan Association of Osaka Youth Chapter (April 2015 - April 2017)

- As a founder assisted more than 120 members in a year

KOBE PR AMBASSADOR (April 2016 - April 2017)

- Promoted Kobe city in English via social media, television, radio.