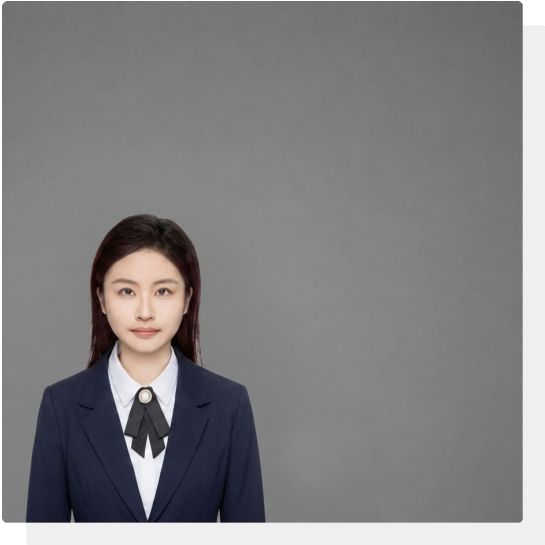




Xin-Yi Zheng

ZHENG Xin-Yi is an interior-design trained researcher and data analyst whose work connects restaurant authenticity evaluation, consumer experience, spatial design and cultural-commercial environments. Her research uses FDM, AHP, NLP, rough set theory and DEMATEL to support evidence-based design and management decisions.

She has experience in interior, hotel, commercial and cultural-space projects, as well as data processing and analysis work for CCIG. Her practice connects research methods with visual design, space planning and AI-related commercial innovation scenarios.

Research and practice interests: restaurant authenticity; consumer experience; interior and cultural-space design; commercial space; data analysis; FDM; AHP; NLP; RST; DEMATEL; AI-enabled design workflows.

M.A. Design, Interior Design, Macau University of Science and Technology

B.A. Art Design, Interior Design, Macau University of Science and Technology

Email: xinyizheng0529@gmail.com

Academic Qualification

Master of Design, Interior Design, Macau University of Science and Technology

澳門科技大學

2022.09-2024.06 · GPA: 3.73/4.0

Courses include History of Interior Design, Art Design Research Methods and Practice, Project Methodology, Project Culture Topics, Integrated New Media Application, Interior Design Studio, Lighting Design and Technology, and New Materials and Technology Applications.

Research direction: authenticity evaluation of restaurants.

Bachelor of Art Design, Interior Design, Macau University of Science and Technology

澳門科技大學

2018.09-2022.06 · GPA: 3.39/4.0

Courses include plane composition, color composition, three-dimensional composition, engineering drawing, cultural-space design, furnishings design, architectural design, Chinese and foreign architectural history, commercial-space design, hotel design and exhibition design.

Professional Skills

- Skilled in CAD, SketchUp, Photoshop, Illustrator, D5, Python and Office workflows for design production, research organization and data processing.
- Can participate in interior, hotel, commercial and cultural-space projects from research and concept development through drawing, modelling and presentation support.
- Familiar with FDM, AHP, NLP, rough set theory and DEMATEL for research evaluation and decision-support analysis.

Research Output

Decoding authenticity judgments in ethnic restaurants: A hybrid approach for bridging cultural gatekeeper and adventurer perspectives

Xin-Yi Zheng, Bo-Wei Zhu, Kaiyang Wang, Gwo-Hsiung Tzeng and Lei Xiong.

Published in International Journal of Hospitality Management. Management Top journal, SSCI Q1, IF 8.3, five-year IF 10.3.

Role: first author. Result level: Outstanding university-level research outcome.

Youth Palace cooperation project in Liwan District, Guangzhou

廣州市荔灣區青少年宮合作項目

Project: Stimulating youth learning interest: analysis of emotional characteristics in New Urban Cantonese Opera music and scripts.

Project number: GD20XYS41 · 2024.05-present.

Work and Internship Experience

Data Analyst, CCIG (Zhuhai) International Culture Development Co., Ltd. CCiG

集智（珠海）國際文化發展有限公司

2024.06-present

Responsible for data analysis, data processing and related project work.

Design Assistant, Xiamen Meike Decoration Design Engineering Co., Ltd.

廈門美科裝飾設計工程有限公司

2023.06-2023.08

Responsible for floor-plan and color-plan drawing, site measurement, scheme design, modelling support and information integration.

Scheme Intern, Xiamen Fangshi Decoration Design Co., Ltd. 廈門方式裝飾設計有限公司

2021.06-2021.08

Worked in the hotel project department, supporting competitor analysis, materials and product analysis, project follow-up, information organization and drawing production.

Recent Activity

AI commercial innovation salon, Meitu Building, Xiamen 智启商境 · 图新未来 AI
商业创新沙龙
2025.09

Invited participant in a salon hosted by Meitu and Wanshang Club, focusing on artificial intelligence, commercial ecosystems and industrial integration.

Visited Meitu's enterprise exhibition hall and learned about visual large-model applications including commercial photography, intelligent cutout, virtual try-on, AI talking-head video generation and creative design automation.

Exchanged with commercial real-estate managers, chain-brand leaders, AI entrepreneurs and investors on AI-enabled implementation paths for traditional industries.

Awards and Honors

- Excellent Works Award, 2023-2024 Graduation Exhibition, Faculty of Humanities and Arts, Macau University of Science and Technology.
- Silver Award, 2025 Huaxia Award Culture and Art Design Competition, Spring Season.
- Third Prize, South China Division, 2024 China College Student Cultural and Creative Competition.
- Silver Award and Selected Award, FA International Frontier Innovation Art Design Competition, China Division, 2024.
- Bronze Award, National Competition, and Second Prize, Provincial Competition, China College Student Cultural and Creative Competition, 2023.
- First Prize, Dot International College Student Design Award, 2023; Excellence Award, International Golden Creative Chinese Design Award.