

# Zhixuan Li

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## Advantage

**Educational Background:** Graduate student of innovation management at a top QS 100 university, with a Bachelor's degree in Accounting and Finance; a wealth of accounting and finance knowledge, as well as an in-depth theoretical foundation of innovation management for future sustainable development; good academic performance; strong cross-cultural communication skills, and an international perspective.

**Overview Quality:** adaptability, good stress tolerance, teamwork spirit; ability to take on work duties independently; great demand analysis ability, logical reasoning ability.

## Educational experience

**2022.9-2023.9**      **University of Manchester**      **Innovation Management and Entrepreneurship / Postgraduate**

### Main courses:

Entrepreneurship, Technology and Society; Innovation for Sustainable Development; Innovation management; High-tech innovation; tools and methods for innovation analysis; Global challenges, emerging technologies and governance, etc.

**2019.9-2022.7**      **University of Birmingham**      **Accounting and Finance / Undergraduate**

### Main courses:

Business Economics, Advanced Financial Accounting, Advanced Management Accounting, Social and Environmental Accounting, Advanced Corporate Finance, Securities Analysis and Valuation, Business analysis, econometrics, etc.

## Work experience

**2021.7-2021.9**      **Shantou Branch, Industrial and Commercial Bank of China**      **Internship**

### Responsibility job:

Learning business procedures and other content, working with the manager to guide the use of self-service equipment, assisting clients in filling out documents, opening online banking, and other tasks.

## University projects

**2023.2-2023.6**      **Intelligent Riding Safety System (I.C.U)**      **Core member**

**Project Background:** In response to the frequent occurrence of traffic accidents caused by cycling as a form of travel in Manchester, the design and implementation of an intelligent cycling safety system increases the safety index of cyclists and protects cyclists in Manchester.

### Project content:

1. Collect and analyze data on bike safety accidents from past years through local official channels. Identify high-frequency scenarios and time periods.
2. Use questionnaire research, user interviews, and other methods to conduct market research on the multi-functional scenarios of the application of intelligent safety systems, analyzing the cost, practicality, riding habits, and other dimensions, and choose to reduce the potential safety hazards through the design of the "safety vest";
3. Based on market analysis and financial modeling data, assess the business value of market size, competitive pattern, growth trend, and market share, and produce a business plan. **Eventually won first place in the professional**

**2022.10-2023.1**      **Bicycle Simulator**      **Core member**

**Project Background:** Testing the value of "bike simulators" in offering dependable services to users.

### Project content:

1. Analysis of the application of bicycle simulators in certain scenarios and populations. The simulator provides access to the appropriate services for various target audiences and demands.
2. Using SWOT analysis: Bicycle simulators have unique advantages and disadvantages in the current and future market, such as not being subject to weather restrictions, facilitating competitive training, etc., but there is also the phenomenon of being replaced by advanced simulators, cheating and expensive, but there are also more opportunities and challenges;
3. The extent to which bike simulators are offered as a trustworthy service is determined by how effectively they fulfill the needs of various user groups while remaining current with technology and social changes. It is projected to be successful in the future market due to ongoing optimisation and innovation. **Awarded top three in the profession.**