Hongyu Si

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SUMMARY

With a background in planning and architecture, I'm driven to continually expand my capabilities. Diverse roles in construction have honed my skills in learning, problem-solving, critical thinking, and organization. I thrive on challenges, fueled by curiosity and a desire to learn across various fields.

Proficient in time management, I find satisfaction in seeing projects through from start to finish. I enjoy the hands-on process of bringing construction projects to life, from refining designs to controlling costs and managing construction phases. My dedication ensures each project reaches its full potential.

REGION AND LANGUAGE

WORK RIGHT

China - citizen | Australia - permanent resident | United Kingdom - working visa

LANGUAGE

English - fluent | Chinese - native

SKILLS LIST

Project/Product Management - Microsoft Project, Axure, Figma

Architectural/Planning Draft - AutoCAD, Revit, Rhinoceros, Grasshopper, SketchUp, ArcGIS

Representation - Photoshop, Illustrator, InDesign, Microsoft Office

Programming - C#, Python

PROFESSIONAL EXPERIENCE

GUOTAI EPOINT SOFTWARE CO.,LTD   Oct 2022 - Present

Digital Twin Project Manager,   Jiangsu, China

> *Project: Smart building platform for managing 34 million houses*
>
> *Team: A total of 50+ software designers, software developers, operation and maintenance delivery personnel, and pre-sales consultants*

Responsible for:

· Complete the preliminary planning and design of the overall project business process, data flow, and visual presentation.

· Organize various personnel, clarify key project nodes, split project tasks and corresponding responsible persons, and ensure the progress of development.
· Communicate and report with customers (housing and construction management department) to understand customer needs, and make adjustments based on customer opinions, and conduct risk management and control.
· Control the overall project budget, involving cost estimation and profit estimation of each module of the project.

· Coordinating the personnel responsible for the project's external data docking with other departments
· Ensure the project approval and construction application process to ensure project compliance and timely construction application.

LONGFOR PROPERTIES CO.,LTD   May 2022 - Sep 2022

Assistance Development Manager   Beijing

Apartment Development in Beijing

> *Project area: 83940.05*
> *Land purchase price: RMB 2.43 billion*
> *Overall development period: 18 months*

Return on investment: 12%
Unit planning: 143, 160, and 187 square meters large apartments, a total of 976 units. Due to the obsolescence of surrounding housing, residents have strong motivation to replace new better apartments.

Responsible for:

· Lead member of feasibility studies team, responsibilities include land survey and site investigation, local land and property market analysis, cost control and calculation, capital investment and profit forecast.

· Cooperate with the marketing department to analyze potential customer profiles and determine the type of units to be developed.

· Plan development pace and cost control, based on terrain factors, architectural design, capital investment pace, and policy compliance

· Work closely with directors and founding partners in preparation of business development presentations.

· Coordinate multiple cross-functional teams, project team, clients, vendors, contractors, consultants, building and permitting officials.

· Participate in the land auction.

· Draft land transaction contracts, subcontracted development contracts and cooperation contracts with founding partners, and operate real estate development supervision bank accounts.

CHINA OVERSEAS LAND & INVESTMENT LTD. Mar 2021 - Mar 2022

Assistant Development Manager （Cadet） Nanjing

Urban Renewal:

Seven blocks of lands consisting of residential, commercial and school buildings, involving commercial facade renewal, and the demolition and renovation of old residences and schools

Responsible for:

· Put forward suggestions for modifications to the urban planning based on the demands of the government and the company to enhance the benefits of both parties and promote the renewal

· Explored a feasible and compliant pathway for cooperation between the campany and the government.

Apartment Development：

Project area: 52798.66
Land purchase price: RMB 2.27 billion
Overall development period: 20 months
Return on investment: 17%
Unit planning: 89, 110, and 130 square meters large apartments, a total of 903 units.

Responsible for*:*

· Pre-investment work included land survey, construction development plan confirmation, land plot profit calculation, land and real estate market analysis around the land and project development analysis, etc.
· Coordinated cross-functional teams cooperation in cost, architectural design, and marketing, etc.

Mixed-Use Acquisitions：

· Sourced & negotiated over 5 acquisitions to grow the property and land reserve of the company.

· Independently completed investment analysis for mixed-use buildings (office residential commercial), using the engineering and economic indicators of different functions, revenue and costs, taxes, and cash flow affected by sales plans.

INTERNSHIP

SUNARC CHINA HOLDINGS CO.,LTD Sep 2020 - Dec 2020

Real Estate Investment Analyst (Intern) Beijing

Mixed-use Projects Investment Analysis

· Led a comprehensive evaluation of ongoing mixed- use projects from an investment and planning standpoint. Implemented

evaluation criteria to assess project viability. This included a thorough examination of location attributes, project positioning, architectural design, investment scale, construction progress, and more.

· Outlined strategic future development and operational directions for ongoing and future projects.

ESG (Environmental, Social, and Governance) Consulting

· Collaborated with Ernst & Young to facilitate the disclosure of ESG (Environmental, Social, and Governance) non-financial risk information in SUNARC Culture and Tourism Group's listing documentation for the Hong Kong Stock Exchange.

· Responsibility predominantly revolved around the construction industry, specifically elaborating on development project descriptions entailing land property transformations, such as the conversion of industrial buildings into residential buildings.

EAST CHINA ARCHITECTURAL DESIGN AND RESEARCH INSTITUTE CO.,LTD   Aug 2019 - Dec 2019

Architectural Associate (Intern)   Shanghai

· Participate as an integral member of the design team of key projects including two architectural and urban design projects for within a large urban context.
· Responsibility includes: research of project functions orientation, regional analysis; schematic design and physical modeling; analytical diagrams and perspective drawings; final booklet design.

CHONGQING ARCHITECTURAL DESIGN INSTITUTE CO.，LTD   Feb 2018 - Dec 2018

Architectural Associate (Intern)   Chongqing

· Participate as an integral member of the design team. Independently completed the town planning for 5 villages in Guizhou Province.

· Responsible for: on-site research; interviews with local residents; architectural design with technical drawings and 3D renderings; technical and economic indicators assessment.

EDUCATION

Architecture Association   Sep 2020 - Mar 2022

Master of Architecture in Emergent Technology, Master   London

·Post-professional courses in architectural design, urban design, real estate, smart building and construction.

·Developed advanced computational skills and expertise for the modelling, analysis and fabrication of complex systems and spatial configurations within dynamic contexts.

·Graduated with Good Pass. Distinction honor received for Natural Systems & Biomimetics, project: Algorithm-based optimization of building structure (Architecture Design Studio Project).

Chongqing University   Sep 2015 - Jun 2020

Urban and Rural Planning(Five-year Professional Architectural degree) Bachelor   Chongqing

· Average Score: 85.32/100. Ranking 5/62 with a specialty of Urban Planning.

· Completed main courses: architectural design, urban planning design, urban construction, history of architecture, history of landscape, urban economics, urbansociology.

· Completed extra courses: mathematical modeling, economics, public speaking.

HONORS & AWARDS

Wood Construction-ReEmerge by AA EmTech and Hassell, featured in ArchDaily	2021
Sheffield University Exchange Program: Recipient of the 'Outstanding Overall Performance Award' in 2019 for exceptional performance during the Sheffield University Exchange Program.	2019
"Light of Western China" Urban Renewal Competition: "Secured the Second Prize in the prestigious 'Light of Western China' Urban Renewal Competition in 2018, organized by the China Urban Planning and Design Research Institute, showcasing expertise in urban planning and design."	2018
Green Dot Rural Planning and Design Competition: "Recognized with a Special Award in the 2018 Green Dot Rural Planning and Design Competition, a collaborative initiative by the Ministry of Housing and Urban Rural Development of China and the China Urban Planning and Design Research Institute,	2018

demonstrating innovation in rural planning and design."

Outstanding Undergraduate Works for Social Research Projects: "Achieved an 'Academy level Excellent Assignment' distinction in 2018 for outstanding undergraduate research work in the field of social research projects."   2018