

Deacu Adina 邱天美

Environmental Psychology Researcher/Problem-Solver

Professional with 10+ years of experience in influencing and managing multiple stakeholders at different levels both in corporate and start-up environments with cross-functional experience in Architecture, Sales, Marketing, Customer Service, IT and Operations.

I identify with: People Oriented; Problem-Solver; Innovator; Critical, Design and Systems Thinker; Fast Learner; Motivated by Challenges; Strong Team Orientation



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Shanghai, Qingdao

Education

2013 - 2018

MSc Environmental Psychology (part-time), University of Surrey (UK)

2005 - 2010

BA + MA Urban Planning and Design, "Ion Mincu" University (Romania)

Training

2014 - 2015

Chinese Language and Culture, Qingdao University (China) (HSK6)

2014.06

Bayer Workshop "The Future of Learning for Sustainability", Tongji University (China)

2013.07

"Train the trainers" final conference, Tongji University (China)

Skills & Tools

Language Proficiency

English



Mandarin Chinese



Romanian



Spanish



Computer Skills

MS Office



Graphic Design Sftw



CRM systems



WeChat editing



SPSS, NVivo



Tools

BM Canvas



Sustainability Pyramid



SWOT, Gantt +related



Work Experience

2015.09 - present | Researcher & Founder & Consultant | Qingdao QiuTianmei Cultural Consultancy Co. Ltd.

- I gained 5+ years experience in researching and designing physical and social environments with a focus to **facilitate behavioral change management and maximize individual potential**, in learning and working settings, in cross-cultural contexts
- Proved **leadership skills** through creating the first consultancy company to use environmental psychology academic knowledge in a business environment.
- With strong analytical skills, based on my research results, I **used lean startup, design and systems thinking methods to propose a "network of classrooms", a decentralized school concept: "Tianmei's World" Academy**, as a solution to current educational issues.
- Did the first research in 20 years in China related to the efficiency of language learning methods and innovated learning methods to fit current learning needs.
- Delivered and further improved the learning programs I designed implementing research results; successfully coached 40 people to achieve maximum potential as a result.
- Designed and delivered critical, systems, design thinking workshops to professionals across a wide range of industries and levels, including the physical environments in which the learning took place.
- In charge of own company's HR department, with a focus on empowering and maximizing team spirit and sense of belonging.

2013.10 - 2014.08 | Account & Sales Manager | Quarry-One-Eleven, Guildford, UK (part-time)

- Provided high level of customer support, with average time of response of 12 hours;
- Communicated effectively and built relationships with external partners in order to increase customer database; onboarded 10 new corporate clients and 5 government organizations

2012.11 - 2013.09 | Project Manager | Green Initiatives, Shanghai, China

- Was in charge of all aspects of event planning and community projects management with the aim to promote sustainability;
- Developed new partnership opportunities both locally and internationally

2010.08 - 2012.02 | Account Manager & Trainer | Oracle, Bucharest, Romania

- Sold the value of the Oracle maintenance for over 100 contracts per month with values between 10K - 400K USD per contract;
- Highly familiar with the corporate environment; successfully trained 50 new employees regarding the internal procedures

Pro-Bono

- 4 years in a row Mentor & Judge for Qingdao Start-up Weekend
- Facilitator - several restoration camps (Albania)
- 3 times TEDx speaker for Qingdao local organizations

Academic Work

- Study into the effectiveness of English Heritage characterization workshops (UK)
- Understanding space meaning and its role in conflict resolution (Poland)
- Link Coworking space diagnostic report: Research into effectiveness of open floor plan offices (China)
- Research into the value-action gap: Activating social norms to save the Danube Delta (UK)
- Critical reflections on language learning: Why current learning methods are backwards (China)