Wentao Zhang

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PROFILE

BA (Hons) in Interior Architecture and Design, then 14 months in **IKEA China's Interior Design team**, planning store layouts and customer flow and designing room sets and displays, three in-store refits a week, from product brief to AutoCAD drawings and delivery. Since 2025, **director of two UK companies** in sourcing and e-commerce. **Bilingual in English and Mandarin**, with experience coordinating suppliers in China.

PROFESSIONAL EXPERIENCE

IKEA China, Beijing (contract) | Dec 2023 – Jan 2025

Interior Designer

- **Store planning and customer flow**: helped plan a 7,400 m² showroom level, 11 departments on a one-way route of about 395 m; kept the store master plan up to date (2023–2025).
- **Department remodelling**: as part of the team, replanned 808 m² around one 2.5 m main aisle with no dead ends.
- **Room set design**: as lead designer, complete rooms from product briefs, from a 12.6 m² entry-price teenage bedroom to a 4.35 × 4.06 m bedroom at ¥4,420.87 (under £500); all installed in store.
- **Display design**: storage and product displays that show range, price and function at a glance, e.g. a 3.0 × 2.6 m wall in three 600 mm bays (lead designer).
- **Delivery**: 3 refits a week, plus 1–2 at short notice, with contractors, suppliers, sales and logistics teams; AutoCAD throughout.

Selected projects, with drawings, at wentaozhang.com

Newcastle upon Tyne | Feb 2025 – Present

Director, Business Ventures

- **Sourcing and technical documentation** (Plinth&Co Ltd, May 2026 – Present): turn drawings and supplier quotes into RFQs for UK trade buyers; publish research on China sourcing, UK import duty and VAT.
- **E-commerce** (EW&WZ LTD, Feb 2025 – May 2026): ComfyUI image workflow, Shopify store for ~130 SKUs, packaging, price tags, suppliers.

EDUCATION

Nottingham Trent University | 2019 – Jun 2023

BA (Hons) Interior Architecture and Design

- **Adaptive reuse**: chapel and research centre in the scheduled mill ruins of Lumsdale (Retrosound); model exhibited at the London graduate show.
- **Listed building conversion**: a Grade II listed townhouse in Nottingham for a zine press and a sex-education shop (Moan // Sh!), with a 1:20 stair model.
- **Technical design**: construction studies from 1:100 to 1:5.

DESIGN SKILLS

- Space planning
- Customer flow
- Room sets and displays
- Residential and retail interiors
- Furniture and product selection (FF&E)
- Material palettes
- Adaptive reuse
- Stakeholder coordination

TECHNICAL SKILLS

- **AutoCAD**: plans, sections, details 1:100–1:5
- Construction drawing packages
- Revit (IKEA internal training)
- SketchUp with Enscape
- Photoshop, Illustrator, InDesign
- Physical model-making
- Word, Excel, Outlook

LANGUAGES

English: fluent

Mandarin: native

Cantonese: fluent

DRIVING

Full UK driving licence

INTERESTS

Coffee and cooking: 4 years making coffee; studied at Le Cordon Bleu Shanghai.