

Episode Three Guest: Lu Xiaoya (卢小雅)

Music credits (sourced from freemusicarchive.org):

Lee Rosevere's Whats Behind theDoor

Lee Rosevere's Curiosity

Lee Rosevere's Sad Marimba Planet

Lee Rosevere's As I Was Saying

Lee Rosevere's I Was Waiting for Him

Lee Rosevere's Curiosity

Glad Rags's Wonder Under

Blue: Anita's narration

换工作的理由有千千万万种。对卢小雅来说，危机感是重要的推动力。20多岁的时候，她虽然还不清楚理想的未来是什么样，但她知道它一定不是下面这样。

A: 然后那位大哥呢，我不知道具体他可能40多岁，反正她有孩子，孩子可能刚上小学这样。他只是个跟我一样的普通员工，他每天有时候忙的时候他可能就做项目，闲的时候我就会看到他在那打那种棋牌类的游戏，也可能是麻将，可能是斗地主什么的。然后到点他就下班。

然后我就在想，这个人的人生目标到底是什么？然后难道他就一辈子都这样了吗，然后难道我以后一辈子也就这样了吗？我只能坐在这个公司的格子间里，然后在闲的时候打打斗地主吗？我不想这样。

卢小雅描述的是她在第一份工作中观察到的一幕。她当时在一家具有国企背景的私营景观公司做景观设计师。在此之前，她在园林景观专业学习了6年（四年在中国，两年在美国）。

2007年高考时，卢小雅以全校第一的成绩考进了北京林业大学的风景园林专业——这是中国数一数二的风景园林学位项目。

做景观设计是卢小雅从小认定的职业方向。

People change their jobs for all sorts of reasons. For Lu Xiaoya, hers had something to do with a sense of crisis. Although Lu Xiaoya did not have a clear idea of what her future would be like when she was in her 20s, she was certain it would be anything but the following.

A: He was my colleague, with a kid just starting primary school. I think he was in his 40s, although his rank was as low as me, someone who was just fresh out of school. He worked on projects on a busy day; while not so busy, I could see him play board games, sometimes Mahjong, sometimes card games on his work computer. He's the kind of person who would get off work as soon as the clock hit 5:30pm.

The first time I saw him play games during work hours, I couldn't stop pondering over his life goals—was he going to live his life like this till the end? Was it going to be how I was going to end my life, sitting in a cubicle, playing computer games when there were no projects?

That was not what I had hoped for.

That was Lu Xiaoya describing a scene from her first job as a landscape designer in a landscape design firm under a state-owned enterprise. Prior to joining the firm, she had studied landscape architecture for six years (four years in China, two in the US).

A: 我是生在郑州的。然后长到不到六岁的时候，我们全家才搬来北京。我爸那时候在这边上博士，跟林业有一定关系，环境类的。

卢小雅相信，父母的行业经验和资源能够让她在个人职业道路上有更顺利的发展。填报高考志愿的时候，风景园林专业几乎是她的第一选择。

A: 这对我来说就是个捷径。一般的人他可能他没有家里的环境，但如果你家里就是干这个的，你其实从小就耳濡目染。你会比别人走得早得多，你就能学得比别人更好。有可能我去选一个平面设计，我既没有背景，我也不知道哪个专业出来就业会更好，而且我知道那个专业就是一个谁都能学的专业。但是这个（风景园林）专业，它比较稀缺，也比较好，然后我几乎就能上到全国顶尖的风景园林的专业。那我为啥不去呢？我干嘛非去跟那么一帮学平面（设计）的竞争，然后出来还更找不着工作？

从北京林业大学本科毕业后，卢小雅又赴美国北卡罗莱纳州立大学，修读风景园林的硕士学位。2015年，她回到北京，加入了节目开头提到的景观设计公司。

缺乏挑战的工作内容和无所事事的同事只是让她产生换工作想法的一个方面。她还发现，因为人事编制的差异，她所享受的福利待遇和同事也有很大不同，这让她感受到一定落差。加上每天三小时的长距离通勤，她越来越感受到痛苦和疲惫。

A: 我工作的地方在北京的东部，靠近雍和宫，很东边。我家住在北京的西北角，五环外。然后那个地方在大概三环那样子或者二环那样，我就要长途跋涉穿越北京。我觉得北京西边和东边基本上就属于异地了，然后我要每天经历这样一个旅程。早上我可能大概六点多就得起，因为我们上班是八点，然后就要坐地铁。地铁10号线人还超级多，然后我

At the 2007 college entrance examination, Lu Xiaoya scored the highest grades in her high school, which also got her into the Landscape Architecture Department at Beijing Forestry University (BFU). BFU has the best landscape architecture program in the country.

For Lu Xiaoya, practicing landscape design has been a pursuit since childhood.

A: I was born in Zhengzhou. I did not move to Beijing until I was six years old, when my father was doing his PhD in Beijing, in forestry and environmental studies.

Lu Xiaoya has long believed that with her parents' industry (forestry-related) experiences and resources, she would stand a higher chance of career success in relevant fields. So when she was given the option to choose a college major, landscape architecture was among her first choices.

A: I considered landscape design a shortcut for myself. Other kids did not have prior exposure to this discipline. But I had it, and I lived and breathed in it because of my parents' professional life. That gives me an edge. No doubtedly I could choose other majors, graphic design for example, but I didn't have any competitive advantage, let alone that those majors have lower bars of entry (as well as high supply of human resources when it comes to the job market). But landscape architecture is different: the supply of talent is scarce, and it was not difficult for me to get into a top landscape design program in China (given my grades). So why not? Why compete with thousands of graphic designers for jobs when I had an opportunity to go with landscape design?

After graduating from Beijing Forestry University, Lu Xiaoya attended North Carolina State University for a master's

还得换三趟——就是从4号线换到10号线，再从10号线换到5号线，然后我才能到目的地。这个路上就要耽误大概一个半小时。

到晚上我们可能五点半就能下班了，但是我家又太远。我到家基本上也就六七点了，也就没啥能干的了。

产生换工作的想法后，卢小雅分析了留在同行业找到理想工作的几率，她认为这种可能性很低。与此同时，在风景园林学习和工作了7年多后，她也希望尝试新鲜的、真正感兴趣的事物。她很快把目光锁定在广告行业，这是一个她从小就痴迷的领域。

A: 小时候你一般暑假不是都会播那种港剧嘛，然后一般它这个中间肯定会插播很多广告，因为它都是全天在那播放的那种。可能有的人家别的小朋友就看到广告就很烦，他就直接换台了，但我就很感兴趣。尤其遇到那种剧情性的广告。

很久以前之前飘柔就拍过类似那种广告，拆成好几集，然后你把那几集都看完之后你会发现那是一个爱情故事。那个就是讲说一个男生邂逅了一个女生，然后擦肩而过的时候他不小心举了一下手，然后女生的头发就从他手指缝里面特别顺的就滑过去了。他就只记得触感，后来他就一直在寻找这个女生，直到有一次他们又在一个图书馆里面，好像是图书馆里面相遇了，那个女生就转了一下头，然后她头发又擦过他的手，他就把她认出来了。我就很爱看这种广告。有时候中间插播广告的时候我妈要换台，我跟她说别换，让我看完这个广告！

卢小雅此前没有任何的广告经验，对于这个行业也没有任何基本的了解。为了准备这次转行，她开始动员起身边所有的资源，找在广告行业工作的老同学和学长学姐。她最先要弄清楚的是广告业中的哪些职能可能是自己擅长并且具有优势的。

degree in landscape architecture. In 2015, she returned to Beijing and started a job at the landscape design firm she talked about at the beginning of our show.

Boring tasks and lazy colleagues were just part of the reasons why she decided to look somewhere else. By that time, she had also realized she was paid much less and receiving much lower employee benefits because she was not on “bianzhi” (government payroll) as many of her colleagues were. This upset her. In addition, she started to feel painful and exhausted by the three-hour commute every day.

A: I lived in the northwestern part of Beijing, outside Ring 5; my firm was on the very east side, close to the Yonghe Temple, in between Ring 2 and Ring 3. Every day I traveled long distance across Beijing. In my opinion, Beijing’s west and east ends have been far from each other long enough to be considered two cities. Imagine I had to travel for such long distance every morning! I get up at 6am in order to be in the office on time by 8am. I needed to take three subway lines—Line 4, 5 and 10. A single trip took around 90 minutes.

In the afternoon, we normally get off work around 5:30pm. But because I lived so far away, when I return home it was almost 7pm, leaving little time for myself.

That prompted Lu Xiaoya to think about switching her job. She thought about staying within the same industry, but found the chance of securing a satisfying opportunity was very low. Deep down she also felt the drive to try something entirely new and exciting. She soon had her eyes on advertising, something she had fantasized since young.

A: Every summer, TV programming was packed with Hong Kong TV series, in between of which were commercials. I

卢小雅对于转行的主要信心，来自于她相信风景园林和广告在解决问题的思维方式上有本质的相似性。这让她在求职过程中表现得从容和自信。

A: 我觉得整个广告行业的运行模式，跟原来风景园林的模式是有一定相似之处的。包括我跟人家去面试我也会这么说：其实大家都是先分析再找到问题，然后再给出这个问题最合理的答案。其实这个流程是一样的，只不过我们实现他的方法不同。

风景园林它需要学很多东西，它既包括平面设计、建筑、物理，那些条例——可以把它理解成类似于法律条文那种东西，同时它还需要分析，你前期要做大量的分析，人流从哪来、然后往哪去，然后它为什么要聚集在这个地方……你要把这个道理讲清楚。它很像麦肯锡那种，就是从数据里面分析到一个结论的这种能力。它就是包山包海，什么都要训练。恰好是因为这种训练，我觉得才使我有做了广告的这种能力。

卢小雅最终选定了广告文案作为她的求职方向。在客户执行、设计和文案这三个广告行业的支柱职能里，她认为入门文案对于没有行业经验的人而言更容易，从准备的时间成本上来说也最低。

为了增加面试和获得工作机会的几率，她花了几天时间做了一本10页的图文作品集。

A: 我其实把我所有能想到的，包括我自己营销合作过，跟这方面有关系的东西全都弄进去了。放了一些我原来研究生跟本科时候的作品，这个是为了说明我是有审美的sense的。然后放了一些我当时豆瓣的相册什么的，说明我还是具备一些营销的潜力，也放了一些我原来的文字的作品。

这本图文并茂的作品集为卢小雅争取到不少面试机会，不过，由于缺乏直接的

remembered other kids getting annoyed and switching channel when commercials were on. But I was different. I had my eyes on them attentively, particularly these with dramatic twists.

Piao Rou Shampoo (also known as Rejoice, one of P&G's portfolio brands), for example, was best at presenting this type of commercials. A TV campaign was broken into several clips and aired separately, one building upon another to form a whole love story. I remembered one of these campaigns started with a guy running into a lady—her smooth hair accidentally slipped through his finger, and he had been searching for that lady ever since. Then one day he accidentally touched a lady's hair again at a library and the smooth touch reminded him of his early experience. As the story went, he recognized it was her immediately... I had enjoyed watching these commercials. Whenever my mom wished to switch channel, I would stop her and ask her to let me finish.

Although she found herself into advertising, Lu Xiaoya did not have any prior experience. She did not even know the basics of the industry. She decided to reach out to all her old friends and high school classmates who worked in advertising to gain immediate knowledge. One of the most basic learning and objectives, was to understand what roles best fit her skills and personality.

Quite unexpectedly, despite a lack of relevant experience, Lu Xiaoya was very confident about this transition. The reason? She thought landscape architecture and advertising share essential similarities when it comes to problem solving. This notion has made her calm and confident throughout the job searching process.

A: I think deep down landscape architecture is very similar to adverting, an

经验，她最终并没有收获到理想的工作邀约。

最后，她退而求其次进入一家新媒体公司做互联网运营——虽然说是运营，但这份工作涉及大量的文案写作，她也看中了这个机会，希望利用它积累足够多广告文案所需要的创意技能和写作经验。

与此同时，她还在继续参加广告公司的面试。2016年年末（离职风景园林的大约四个月后），她收到邀约加入一家外资独立广告公司，正式进入广告业，从事文案方面的工作。

A: 当时我就觉得我有希望，因为聊的很好，大家觉得性格也很合适。

我说喜欢看电影，然后他就问我说喜欢哪个导演，我当时就说了大卫·芬奇。然后他就说你知不知道大卫芬奇原来是拍广告的吗？我说我知道，所以我觉得他的很多的电影里面可能受他拍广告的影响，设计的转折很厉害或者说很锋利，然后我说这也是我喜欢他的一个原因。

Q: 这个其实不是你之前准备的问题。

A: 不是。其实是我当时也是在去之前不久看到的。我当时知道大卫·芬奇就是一个广告导演，然后来转去拍电影的。只不过当时面试的时候刚好用上了而已。

在准备面试上，卢小雅有自己的领悟。

A: 换工作的心情一定要非常的强烈，你才有可能在面试的时候把爆发力发挥到最大。

不管你准备不准备，但是你的整个人的精气神，或者说给人的一种气场，一种感觉一定要非常的好。你要非常兴奋地去面对这次面试，而不是很随便，或者说像一个死狗一样就去随便聊聊，这一定不行。我发现能成功的都是我心态上做好的准备，而不是说技术上做好了准备。

observation I had also shared during interviews. Both disciplines start with fact analysis, identifying the key issues and then come up with the best possible solution. They are only different when it comes to the final product (an advertising campaign vs. an applicable design).

Landscape architecture requires multidisciplinary learning: graphic design, architecture, physics, codes and regulations, and etc. Analytical skills are also critical in order to understand where traffic comes from, to where and why. A good landscape architect has solid analytical skills to explain the environment. It is very much like McKinsey's approach to reaching a conclusion through data analysis. The discipline required me to learn almost everything. I think it was such training that had prepared me for a career in advertising.

Following her research, Lu Xiaoya decided to narrow her focus on copywriting, rather than account or design. She chose copywriting because the bar of entry is relatively low, and the time cost for preparation was more manageable compared to design. To increase her chance of securing interviews, she spent days putting together a 10-page portfolio.

A: 我其实把我所有能想到的，包括我自己营销合作过，跟这方面有关系的东西全都弄进去了。放了一些我原来研究生跟本科时候的作品，这个是为了说明我是有审美的sense的。然后放了一些我当时豆瓣的相册什么的，说明我还是具备一些营销的潜力，也放了一些我原来的文字的作品。

A: I had included almost anything relevant I could think of in the portfolio—personal branding (to demonstrate storytelling capability), design schemes from college to showcase my aesthetics, as well as social media photo albums to show my marketing skills, along with some writing samples.

Q: 一个人喜不喜欢一个工作，或者说你喜不喜欢一个行业，其实还是蛮容易判断的，尤其在进入（这个工作或行业后）。如果你真的很喜欢，你是会出现那种废寝忘食的状态的；你会有那种意识“我做的事情我真的好喜欢，居然还有人付我钱？”的感受。

我会很好奇，你进入广告圈完成转变后，第一次有那种意识发现自己喜欢并且在其中很舒服的时刻是什么呢？

A: 我觉得这个时刻就是其实……我感觉我自己出来的东西感觉没能给我这样的反馈。而是说你出来的东西让客户看到他们觉得很好的时候，我才会有这样的正向激励。可能我真的没有热爱到那个程度。我觉得广告行业首先它还是创意为王的，所以有时候当你想不出方案的时候，你真的很痛苦。或者说你写不出文案的时候，你真的很痛苦的。我也真的会被那些小的那些想不出东西来的时刻打败。

但是我觉得整体来说是高兴的。至少我跟我朋友出去的时候，他就会说我觉得你好像真的很喜欢做广告，因为看你每天都很开心。

卢小雅的转行故事我们就说到这里。如果她的经历告诉了我们什么，那可能是：那些被我们认为是捷径的东西，可能反而会是一种枷锁。而跟随理想或兴趣不管听上去有多么老套，总有一天会发挥出它的价值，帮助我们到达更有意义的目的地。

今年是卢小雅转行的第三年。她始终强调自己转行成功主要归结于运气，但事实远不止如此。如果没有从对转行可行性的分析，没有对广告行业进行尽职调查，没有日常的积累和对作品集的磨练，她的转行怎么会如此顺利呢？

你正在收听的是《语境 | 转行》，一档关于年轻人转行的播客节目。我们好像是在聊职业选择，但我们希望走得更远

The portfolio brought Lu Xiaoya a number of interview invitations. But still, due to lack of direct experience, she was not offered any ideal jobs.

As a compromise, she joined a new media company for a community operation role. The job required significant amount of work in copywriting, which was why Lu Xiaoya accepted it in the first place. She hoped it could help her accumulate relevant experience in creative writing.

But she never stopped looking for opportunities at advertising firms at the same time.

And it all paid back at the end of 2016 (about 4 months since she quit her design job), when an independent, foreign advertising agency offered her a copywriting job, marking her formal entry into the advertising industry.

A: During the interview, I could tell I was going to get it. It went so well, and me and the interviewer really saw eye to eye with each other on a personality level.

When I spoke about my hobby in film, the interviewer immediately asked about my favorite film director. I said David Fincher. He then asked whether I knew Fincher had been directing commercials before moving into the movie industry. I said yes, further explaining my appreciation over his sharp, avant-garde work.

Q: But you did not see this discussion coming prior to the interview, and you did not prepare deliberately for it.

A: Correct. I had known about Fincher's professional life just a while ago before the interview. I had not expected that to be useful for my interview.

一些。我是徐婧艾，本期节目由我编辑和制作。我们下期见。

It seems that at the time, Lu Xiaoya had also developed her own “theories” for cracking interviews.

A: The determination for transition must be very, very strong in order to bring out the biggest potential during the interview.

You can skip preparing for your interview on an intellectual level, but you must prepare yourself for mood and spirit. It must be set very high. You could never get a job offer if you just walk into a room and act like you don't care—you will be standing zero chance! I have realized from my own experience, that every time I aced an interview, it was not because of my technical or intellectual preparation, but because I was mentally and emotionally ready.

Q: Whether or not a person enjoys his/her work shouldn't be too hard to tell. If you like what you do indeed, you will lose sleep and forget to eat. You will even feel excited that you are getting paid for something you'd be willing to work for free.

I'm curious, what was your first moment of realization that you truly enjoyed working in advertising? What was it like for you?

A: To be honest with you... The work itself has rarely brought me moments like what you've just described. This is not to say I don't enjoy my job, but that my satisfaction typically comes from positive client feedback. Maybe I'm just not liking advertising *that* much. You know, advertising relies heavily on creative thinking. I feel painful when I could not come up with a new idea. I got defeated sometimes by these moments.

But overall my experience has been pleasant. At least a friend told me that

every time we met, I looked happier than before.

This is Lu Xiaoya's story of career transition. If her experience tells us anything, I think it is a notion that whatever we consider as a shortcut, it may ended up being a constraint and restriction. However cliché "follow your passion and hobby" may sound, it may ultimately bring us to somewhere more meaningful and fulfilling.

It has been three years since Lu Xiaoya made her career transition. While she attributed her smooth transition to luck, I see it in a different lens: without clearly identifying her strength and calculating her chance of success, without researching all over her network to gain an understanding of the advertising industry, and without practicing writing on a regularly basis and taking an extra step to prepare a portfolio, perhaps nothing would really happen, or wouldn't it?

You are listening to *In Context Season One "Changing Career"*, a podcast about young people making career transitions. You may think we are talking about career choices, but we hope to go further. I'm Anita Xu, this episode is produced and edited by me. Tune in next time.