**Jinghao Xiao**

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**Personal Summary s**

* Expertise in design thinking; Intensive knowledge and experience in **Figma, Balsamiq and Sketch**
* In-depth knowledge and experience in Advanced **MS Excel** (VLOOKUP, Index Match, Pivot Table, Macro, etc.), Word, PowerPoint; Experience in automating email campaigns and daily reports using **VBA**
* Strong knowledge in software development/front-end design using **JavaScript (React, Augular, etc.), HTML, CSS**
* Familiarized with designing tools including Adobe Creative Suite (**Photoshop, Illustrator, Premiere and InDesign**)
* Practical experience in using data visualization & business intelligence tool **Tableau** to build dashboard, scorecard & reports
* Extensive knowledge in user experience design: user research, wireframing, prototyping, User interface design, UX writing, usability testing, website design (**Wix, Drupal, PageCloud, etc**.)
* Practical experience in marketing analytics include web analytics, **user experience design**, digital/social media marketing
* Passionate about improving the overall product design and collaboration between **cross-functional team**

**Education Background**

**Master of Information,** Concentrated in **User Experience Design** **2024**

Faculty of Information, University of Toronto (expected)

**Honour bachelor of Commerce**, Major in **Marketing**  **2022**

Telfer School of Management, University of Ottawa

**Work Experience**

**Marketing Analyst,** CDNetworks Canada, Toronto, ON **Summer 2021**

* Utilized data visualization tool **Tableau** to create impactful dashboard and tailor reports to different levels of the organization
* Produced impactful layout and decoration works via **Adobe InDesign and Cinema 4D** to build the best visualized effects
* Monitored performance metrics KPIs for distributors, identified and minimized inefficient gap to refine the marketing plan
* Identified the process enhancement opportunity from existing work process, and developed VBA scripts to automatically generate reports from manual work, which greatly improved daily work efficiency by at least 20 minutes
* Applied performance measurement on marketing campaigns using ROI-driven metrics to ensure the effectiveness of strategy
* Translated data-driven reports into actionable recommendations for the lead generation, customer acquisition and growth

**Marketing Associate,** CDNetworks Canada, Toronto, ON **Summer 2020**

* Conducted in-depth market research to discover the market trend, competitor’s marketing strategy and customer preference
* Restructured the customer journey of **organization’s website** and optimized it by adding visually attractive infographics
* Created **designs**, concepts, and sample brand layouts based on knowledge of layout principles and esthetic design concepts
* Designed a successful thought leadership campaign on social media and integrated it with offline events (conference) to improve the brand exposure and customer engagement by analyzing web and search behavior, and customer journey
* Maintained active social media presence and monitored all social media activities to track and evaluate digital engagement

**Selected Projects**

**Mobile App prototype for University of Toronto Innovation Hub Fall 2022**

* Led group members to conduct **user interview** to define problems
* Synthesized **user research** and business data to help shape the product roadmap, designs and future research activities
* Presented high-level concepts and research insights using **storytelling** to carry out our prototype, received excellent feedbacks from professor and industrial professionals
* Designed **high-fidelity** prototype by using **Figma** for usability and effectiveness testing

**Website redesign for Ontario Drive and Road Fall 2022**

* Conducted user interviews and card sorting study to define **information architecture-related** problem
* Restructured the website’s navigation, organization system, labeling and search system from the result of the user flow test
* Sketched **low fidelity** prototype on the redesigned website and conducted user usability test for further improvements
* Wireframed high-fidelity prototype by using **Balsamiq** and **led** team presentation to deliver redesign roadmap