

RUIYAO(NEVAEH) HAO

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Education

University of Ottawa

Master of Digital Transformation and Innovation in UX Design(Co-op)

Ottawa, Canada

Sept 2025 - Apr 2027

University of Ottawa

B.A Honours Communication(Co-op), CGPA:8.3/10.00

Ottawa, Canada

Sept 2021 - Apr 2025

Scholarships: Dean's Honour List Scholarship(2023, 2024, 2025)

Technical Skills

Product Analysis: Market research, competitive analysis, KPI tracking, data storytelling, opportunity assessment

Data & Analytics: Power BI, Google Analytics, Excel (pivot tables, dashboards), SQL, Python

Project Management: Multi-stakeholder coordination, cross-functional communication, roadmap planning

UX & Digital Content: Figma, Adobe Creative Suite, Drupal CMS, HTML/CSS, JavaScript

Experience

University of Ottawa

UX Designer

Sept 2025 – Present

Ottawa, Canada

- Designed user-centric learning modules by collaborating with faculty and cross-functional teams, ensuring content met pedagogical goals while maintaining strong usability and accessibility.
- Created wireframes, interactive prototypes, and visual mock-ups using Figma and Adobe Creative Suite to translate instructional requirements into engaging digital interfaces.
- Planned and conducted usability testing with student groups; synthesized qualitative and quantitative insights to drive iterative improvements and increase task success and comprehension rates.
- Developed high-quality visual assets—including graphics, animations, and multimedia—enhancing learner engagement and improving overall content clarity.
- Implemented user-centered design principles across all module components, resulting in more intuitive navigation structures and improved student learning experiences.
- Collaborated closely with instructional designers, professors, and media teams to align content objectives with UX best practices and ensure cohesive learning journeys.

Bosch

Digital Marketing & Business Operations Intern

May 2025 – Aug 2025

Shanghai, China

- Owned content lifecycle management for 50+ product pages, ensuring alignment with eCommerce standards and improving user trust and purchase intent.
- Performed competitive audits and market analysis across ASEAN and MEA, generating insights that shaped content prioritization and upload cadences.
- Analyzed short-form video trends and user behavior on Shopee & Lazada, producing actionable creative guidelines that increased video completion rates.
- Maintained cross-platform KPI dashboards (CTR, impressions, engagement), supporting data-driven decision-making for regional marketing teams.
- Collaborated across markets to resolve localization issues, improving content consistency and strengthening brand presence.

University of Ottawa

Digital Media Designer (Co-op)

Sept 2024 – Dec 2024

Ottawa, Canada

- Managed content architecture and website updates on Drupal CMS, improving usability and engagement for university stakeholders.
- Led the redesign of the Innovation Support Services website by conducting user needs analysis and recommending improvements for clarity and navigation.
- Produced multimedia assets and event collateral to support institutional communication and external partnerships.
- Created scripts and produced video explainers to communicate complex processes to external audiences with clarity and accuracy.

Deloitte Canada LLP

User Experience Designer (Co-op)

Jan 2024 – Apr 2024

Ottawa, Canada

- Maintained and enhanced Deloitte's internal knowledge-sharing platform by implementing UX-focused updates with HTML, CSS, and JavaScript, improving accessibility and ensuring employees could reliably access up-to-date corporate information.
- Collaborated with internal stakeholders to translate business requirements into clear digital content and interface improvements, strengthening internal communication workflows.
- Created visually compelling business presentations, infographics, and communication assets using Adobe Creative Suite and Microsoft PowerPoint, enabling teams to convey complex information more clearly to leadership and external clients.
- Streamlined content organization across multiple internal portals, applying usability principles to improve navigation structure and reduce information-retrieval time for employees.

University of Ottawa Chinese Student Association

Sept 2022 – Apr 2025

Business Development & Client Partnerships Planner

Ottawa, Canada

- Built and maintained partnerships with 20+ external sponsors, negotiating deliverables and ensuring successful alignment with business objectives.
- Developed data-driven post-event performance reports highlighting ROI, engagement metrics, and sponsor visibility to strengthen long-term relationships.
- Designed sponsorship packages and promotional strategies that increased sponsor engagement and event attendance by 30%.
- Managed end-to-end partner cycles, including outreach, negotiations, activation, and post-event review.

Learning Buddies Network

May 2023 - Sep 2023

Social Media Designer

Vancouver, Canada

- **UX/UI Design:** By optimizing the **user interface/experience**, enhancing the functionality and usability of the website.
- **Creative Design:** By creating posters, designing Instagram stories, and other visual content, adding visually appealing elements to the website to enhance user engagement and brand image.
- **Data Insight Analyst:** Analyzed web traffic to enhance website performance. Employed **Google Analytics** and related tools for meticulous tracking and reporting, yielding actionable insights that informed strategic decisions and enhanced user engagement.

Projects

Food Tracker App | Product Analysis & UX Design

April 2024

- Conducted competitor analysis to identify gaps in existing food tracking apps and created user insights that informed product positioning.
- Led UI/UX redesign and prototyping in Figma, focusing on readability, task efficiency, and improved information hierarchy.
- Used user testing and A/B experiments to validate design decisions, resulting in 30% faster task completion and 15% higher retention.

Heart Rate Analysis App | UX Design, HTML, Python

April 2023

- Spearheaded the design of a health-focused heart rate analysis application, conducting in-depth competitor analysis and independently leading the UI design process to ensure an intuitive and user-friendly interface.
- Developed a comprehensive, data-driven dashboard to monitor user engagement and app performance, which resulted in a **6% increase** in user downloads by addressing specific user pain points.
- Conducted thorough analysis of existing health app **UI** trends to create tailored solutions that enhanced visual appeal and usability, utilizing **HTML** to implement refined designs.
- Collaborated with cross-functional teams to provide actionable insights for product iterations, enabling data-informed business decisions and improving app performance in a competitive market.

Flower Online Store Web | UX Design, HTML, JavaScript, CSS, Python

Jan 2022

- Partnered with a team to design an e-commerce website, focusing on **UI/UX** optimization and conducting competitive data analysis to align the platform with market demands and user preferences.
- Created an engaging and interactive user interface and developed a multifunctional dashboard using **HTML, CSS, and JavaScript**, which enabled dynamic user interactions and enhanced browsing experiences.
- Analyzed website traffic data and user behavior to inform design improvements, which led to a **24% increase in user clicks**, showcasing the effectiveness of the revised UI/UX strategy.
- Delivered insights through detailed reports and visualizations, empowering the client to refine their digital marketing strategies, improve ad targeting, and increase conversion rates.