





RUIYAO HAO

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EXPERIENCE

UX Designer Intern — University of Ottawa

Sept 2025 – Present

- Audited **12+** academic web pages and identified recurring usability issues in **navigation** and **information hierarchy** that hindered efficient content discovery.
- Redesigned page layouts and navigation flows using **Figma**, resulting in **faster task completion** and **clearer content discovery** during usability testing. Conducted user research, **WCAG-informed accessibility reviews**, and usability testing, and iteratively refined information flow and interaction patterns.

Digital Marketing Intern — Bosch

May 2025 – Aug 2025

- Reviewed and restructured **50+ eCommerce product pages** by standardizing information hierarchy, content layout, and localization logic to improve clarity and cross-market consistency.
- Conducted **usability reviews** and localization audits across regional markets, translating findings into concrete content and structural updates for marketing pages.
- Analyzed **user engagement metrics** and KPI dashboards across ASEAN and MEA markets to inform content structure and page-level optimization decisions.

Digital Media Designer (Co-op) — University of Ottawa

Sept 2024 – Dec 2024

- Maintained and updated **public-facing websites** using Drupal CMS, contributing to a site redesign by improving information architecture, content clarity, and navigation flow.
- Translated institutional communication goals into **user-centered content structures** by analyzing common user questions and content access patterns.
- Designed multimedia and short-form explainer content to address comprehension gaps, improving accessibility and reducing clarification requests.

Internal Communication Designer (Co-op) — Deloitte

Jan 2024 – Apr 2024

- Audited internal knowledge-sharing platforms and identified usability and accessibility issues related to content hierarchy, navigation, and information density.
- Implemented targeted interface updates using **HTML**, **CSS**, and **JavaScript**, restructuring content layouts to improve navigation clarity.
- Translated stakeholder requirements into clearer content structures and interface changes, resulting in **faster content discovery** and fewer clarification requests.

Social Media Designer — Learning Buddies Network

May 2023 – Sep 2023

- Designed visual assets for social media and website content, ensuring **clarity**, **consistency**, and alignment across digital touchpoints.
- Analyzed website traffic and user behavior using **Google Analytics** to identify drop-off points and underperforming content sections.

PROJECTS

Food Tracker App — Product Analysis & UX Design



- Conducted **competitive analysis** and **user research** to identify feature gaps and user pain points, informing core product and UX decisions.
- Designed and validated core user flows and high-fidelity prototypes using **Figma** through iterative **usability testing**, improving information clarity and task efficiency.

SKILLS

UX Design

User research, usability testing, wireframing, high-fidelity prototyping, information architecture, design systems, Figma

Tools

HTML, CSS, JavaScript, Google Analytics, A/B testing, WCAG-based accessibility evaluation, Adobe Photoshop & Illustrator

EDUCATION

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

Apr 2027

B.A Honours Communication(Co-op), University of Ottawa

Apr 2025