Ruiyao(Nevaeh) Hao

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Education

University of Ottawa   **Ottawa, Canada**
Master of Digital Transformation and Innovation in UX Design(Co-op), **CGPA:10/10**   *Sept 2025 - Apr 2027*

University of Ottawa   **Ottawa, Canada**
B.A Honours Communication(Co-op), **CGPA:8.3/10**   *Sept 2021 - Apr 2025*

Technical Skill

Digital Marketing & Analytics: KPI tracking, dashboards, competitive analysis, Google Analytics, Power BI, Excel
Content & Platforms: Figma, Adobe Creative Suite, Drupal CMS, website updates, social media, HTML/CSS/JavaScript
Collaboration & Tools: Microsoft Office (Word, PowerPoint, Excel), cross-functional collaboration

Experience

University of Ottawa   **Sept 2025 – Present**
UX Designer Intern   *Ottawa, Canada*

- Worked with faculty and cross-functional teams to develop and refine digital learning content, making course materials easier to navigate, understand, and access.
- Translated instructional needs into wireframes, prototypes, and visual materials using Figma and Powerpoint, then applied student feedback from usability testing to improve layouts and navigation.

Bosch   **May 2025 – Aug 2025**
Digital Marketing & Business Operations Intern   *Shanghai, China*

- Managed and updated content for 50+ eCommerce product pages, working with regional teams to resolve localization issues and ensure consistent product information across markets.
- Reviewed competitor content and market trends across ASEAN and MEA, and tracked campaign performance using KPI dashboards and short-form video data from Shopee and Lazada to support content and creative decisions.

University of Ottawa   **Sept 2024 – Dec 2024**
Digital Media Designer (Co-op)   *Ottawa, Canada*

- Maintained and updated university websites using Drupal CMS, and supported the redesign of the Innovation Support Services site by improving content structure, clarity, and navigation.
- Created multimedia assets, event materials, and short video explainers to support institutional communications and external partnerships.

Deloitte   **Jan 2024 – Apr 2024**
Internal Communication Designer (Co-op)   *Ottawa, Canada*

- Worked on Deloitte's internal knowledge-sharing platforms, making UX updates with HTML, CSS, and JavaScript to improve accessibility and keep internal content easy to find and up to date.
- Partnered with internal teams to turn business requirements into clearer digital content, presentations, and visual materials using Adobe Creative Suite and PowerPoint.

Learning Buddies Network   **May 2023 – Sep 2023**
Social Media Designer   *Vancouver, Canada*

- Designed social media visuals and website graphics, including posters and Instagram stories, to support brand presence and audience engagement.
- Used Google Analytics to track website traffic and user behavior, and applied insights to adjust content and improve overall site performance.

Project

Food Tracker App | Product Analysis & UX Design   **April 2024**

- Reviewed and compared existing food tracking apps to identify feature gaps and user pain points, and used findings to inform product positioning.
- Redesigned key user flows and prototypes in Figma, focusing on readability, task efficiency, and clearer information hierarchy.
- Tested design changes through user testing and A/B experiments, using results to refine the product and improve task completion speed and user retention.