

# Meilin Shou

📍 Grenville St, Toronto    ✉ meilin.shou@mail.utoronto.ca    ☎ +1 437-552-3621    🌐 MeilinShou.com  
 in [www.linkedin.com/in/meilin-shou-17504527a](https://www.linkedin.com/in/meilin-shou-17504527a)    🐙 MeilinShou.github.io

## Education

**University of Toronto: Double Major in Bachelor of Science** *Sept 2022 – May 2026*

*Major: Mathematics*

- **Core Courses:** Calculus I–II, Linear Algebra I–II, Multivariable Calculus, Ordinary Differential Equations, Complex Variables, Linear Programming, Combinatorics, Groups & Symmetry

*Major: Book and Media Studies*

- **Core Courses:** Book & Media Studies, Digital Humanities, Media Identities, Social Research Methods, Social Media & Digital Platforms

## Experience

**Market Assistant**

*Sept 2024 – Present*

*Fantuan Delivery App*

*Toronto, Ontario*

- Led 100+ hyperlocal pop-up campaigns at strategic hubs (e.g., UofT campus, Union Station), driving app adoption via direct engagement and instant incentives (e.g., free milk tea giveaways).
- Conducted 100+ daily 1:1 demos, simplifying app flows using real-time scenarios (e.g., Order in 3 steps → claim free bubble tea now!).
- Optimized promotion scheduling by analyzing foot traffic patterns, increasing engagement efficiency by 98%.
- Boosted regional sales tenfold during campaigns with 95% app download growth (5,000+ new users) and 90% user activation rate.
- Analyzed user data (download trends, activation funnel, retention rates) to generate actionable UX insights, directly informing campaign design and app flow improvements.

## Projects

**UofTips – Course Information Web Platform** | *HTML, CSS, JavaScript*

*July 2025*

*Self-Initiated Website*

[github.io/UofTips](https://github.io/UofTips) [🔗](#)

- Designed and developed a web platform as part of the BMS316 course (not required in the assignment scope).
- Identified critical student pain points (course planning, textbook access) through analysis of 200+ Reddit and Red Note threads and 30+ student interviews, defining key information architecture.
- Launched a functional, user-friendly platform exceeding course expectations and received positive feedback from Professor and others for usability and design.

**Digital Exhibition** | *Omeka, Metadata Standards (Dublin Core)*

*Dec 2024*

*DHU235 Project – Color Television in 1950s USA*

[Omeka](#) [🔗](#)

- Developed an interactive digital exhibition using Omeka as part of the DHU235 course, conducting primary source research to curate a collection of 1950s American media and analyze its societal impact.
- Applied Dublin Core metadata standards to organize and describe archival materials, ensuring accessibility and academic rigor.
- Designed clear navigation and exhibit structure to enhance usability and engagement for both scholarly and public audiences.

**Product Research Analyst** | *Microsoft Suite, Baidu Translate, Miro*

*May 2024*

*Baidu "Product Experience Officer" Program*

- Led heuristic and task-based testing on 5+ features (e.g., real-time OCR translation, AI glossaries), identifying 3 major UX friction points related to workflow efficiency and output accuracy.

- Synthesized findings into a structured report with actionable recommendations, leading to the acknowledgment as a "Top Product Experience Officer".

**Digital Media Operations** | *Adobe Photoshop, Canva, Google Analytics* **March 2024 – Present**

- Produced game-related digital content reaching 10M+ views, 2M+ likes, and 17K+ followers, demonstrating strong audience engagement and effective knowledge communication.
- Leveraged analytics and user feedback to optimize content strategy, resulting in a 40% increase in average engagement rate and a 25% growth in follower count within 6 months.

**Honors & Awards**

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**Top Product Experience Officer (Top 5%),** Baidu Translate**May 2024****Skills**

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**Programming & Web Development:** Python, JavaScript, HTML, CSS, Git/GitHub**Design & Research:** Figma, Miro, Adobe Creative Suite (Photoshop, Premiere Pro, After Effects), Canva**Digital Platform & Tools:** Omeka (Digital Archiving), LaTeX, Microsoft Office Suite, Google Analytics**Data Analysis & Research:** Heuristic Evaluation, Usability Testing, User Interviews, Data Analysis**Extracurricular Activities**

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**UofT - Chinese Volunteer Association** | *Adobe Premiere Pro & After Effects* **May 2024 – May 2026**  
*Design Team Member* *Toronto, Ontario*

- Produced and edited promotional/event recap videos for campaigns, increasing event sign-up rates by 15% and video content reach by 200% across student networks.
- Collaborated with a design team to deliver high-quality visual content under tight deadlines.