

Meilin Shou

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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, The Newspaper: A World History, 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 700+ 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 [🔗](#)

- 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

Top Product Experience Officer (Top 5%), Baidu Translate

May 2024

Skills

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

Publications

**User Behavior Data-Driven Interface Optimization Design Research for
Computer Science Learning Platforms**

Oct 2025

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[10.63808/decs.v1i3.237](https://doi.org/10.63808/decs.v1i3.237) [Published] [↗](#)

Extracurricular Activities

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.