Elena Xu

Systems Design Engineering

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Skills

User Experience	User Research, Data Analytics, Design Systems, Personas, User Stories, Sitemaps
Tools	Excel, Word, Visio, PowerPoint, Power BI, Confluence, SharePoint, Figma, Mural
Software	HTML/CSS, Javascript, SAS, SQL, Python, C++

Education

University of Waterloo   Sept. 2022 - 2027

BASc. Systems Design Engineering
- Relevant Courses: Human Factors in Design, Communications: Written & Oral, Customer Experience Design

Projects

Fantuan Delivery App Redesign | *UX, Figma*   Apr. 2023 - Present
- Conducting a case study to enhance the **user experience** and **interface** of the Fantuan Delivery app by regulating and analyzing **user reviews, surveys, interviews, and usability tests** to identify weaknesses and problems

Personal Website | *Figma, HTML, CSS, Javascript*   Feb. 2023 - Present
- Designed a personal website to display design portfolio with **Figma** and using **HTML**, **CSS**, and **Javascript** to transform the design into a functional website

Experience

Analyst, Master Reference and Data Office | *Canadian Institute for Health Information (CIHI)*   Feb. 2023 - Apr. 2023
- Conducted **3** self-lead investigations across 100+ healthcare organizations and regions in Canada, utilizing **SAS, SQL, and Excel** to query and analyze geography, population, and organizational data in the CIHI database. Translated findings into actionable recommendations for team leads in a fast-paced matrix environment
- Structured department files on **SharePoint** and refined an SOP using **Confluence** during the process of developing **10+** population related input data files for the organization wide annual population data update process
- Prepared meeting material and hosted a successful brainstorming session for the department in collaboration with the project planning committee to gather insight towards developing a new plan for the department Communications Strategy project

Branding Coordinator | *UW/UX*   May 2023 - Present
- Collaborating with Co-leads and Content Strategists to elevate the UW/UX brand and design marketing assets in **Figma** to grow the UX community at the University of Waterloo

Etsy Shop Manager | *Byelenax*   June 2021 - Feb. 2023
- Extracted key insights from data gathered through quantitative market research methods from **30+** individuals in the target audience to tailor the design and development of products to preferences, demand, and current trends
- Independently managed the small business, from product design, inventory management, as well as shipping logistics, and maintained a **5-star** shop rating, generated repeat customers, and fulfilled **100+** nationwide orders

Marketing Executive | *Medlife Aurora High School*   June 2020 - Jun. 2022
- Increased active club membership by **70%** through the creation of a comprehensive marketing strategy and utilized Canva to design eye catching and informative marketing material
- Planned and coordinated **5+** successful school-wide events in collaboration with the marketing team by analyzing student feedback collected from polls, questionnaires, and surveys from previous events and increased overall student engagement by **30%**

Awards/Certificates

TCPS 2: CORE-2022 (Course on Research Ethics) | Panel on Research Ethics   June 2023
President's Scholarship of Distinction | *University of Waterloo*   Sept. 2022