

Joyce Xuan

joyceruoxuan@gmail.com • (778) 863-6844 • www.linkedin.com/in/joyce-x • Toronto, Ontario

Emerging Product Manager experienced in creative project management, SaaS startup environments, and marketing

EDUCATION

Bachelor of Information, Focus on UI/UX + InfoTech/Policy

2020-2024

University of Toronto

- Dean's List, Select Courses: UX Design, How to Make a Computer (Hardware, Arduino), Computational Reasoning, Tech and Society

EXPERIENCE

Learning Experience Intern

Summer 2022

Disco (SaaS)

- Designed [Margaret Atwood's Practical Utopias](#) learning experience **collaboratively with marketing, engineering & product teams**
- Performed **analysis of company products/platforms**; implemented & presented innovative solutions to **enhance user experience**
- Researched, identified & outreached **600 external partnership** organizations and professionals; **use Airtable & Excel to organize 3000+** application/registration entries and successfully recruit 200 fellows; develop 200+ digital assets in **Canva and Figma**
- Curated resource library of **250+ sources in Excel** on sustainability, technology, and equity from scratch
- Managed & grew Twitter and Instagram accounts, created 25+ pieces of copy; **operated Trello for project management**

Co-Founder

2022-Present

Vic Art Studio

- Founded and leading an inclusive space for visual creativity & imagination for originating artists of all mediums
- **Spearhead marketing** through social media promotions and external partnerships; grew Instagram followers by 150 in one month
- Implement budget of \$1000; **manage portfolio of 10 projects/events** while **adapting to new stakeholder inputs** to achieve optimal functionality; **identify signals and needs of target audience** to develop new opportunities

Director of Marketing & Social Media

2021-Present

International Cantonese Union

- Lead marketing via design in Figma + Canva, **collaboration with 20+ external partnerships** & content creation
- Grow online visibility (WeChat Official Account and Instagram) by 200% in three months, averaging 400 views per WeChat article
- **Track and analyze weekly KPIs**; promote inclusivity and cultural awareness strategies in the Greater Toronto community

Executive Producer (President)

2021-2022

Victoria College Drama Society

- Manage **four cross-functional creative project teams** including tech, creatives, cast; align creative vision with practical (financial & legal) resources; act as central liaison for external stakeholders, internal executives & university admin
- **Create and implement budget of \$30k**; spearheaded production execution cycle; set & met 100% of deadlines
- Ensured **legal compliance** & equity measures of productions; led marketing to sell out 100% audience capacity

Media and Communications Coordinator

2020-2022

Blooming Ocean Education

- Wrote and designed marketing materials to publicize classes in Canada, US and China; **identify customers' unmet needs and international market opportunities for improvement**
- **Analyzed market development trends** of education platforms, perform A/B testing, produce SWOT reports, reaffirmed unique selling propositions; increased & **tripled student enrollment**
- Conducted know-your-teacher compliance to promote collaborative trust between students, teachers, and parents

SKILLS

Figma; Canva; Adobe Illustrator; Project Management Tools (Trello, Asana, Jira); Microsoft Office & Google Suite; Airtable; Notion; Video Production/Editing (Final Cut Pro, Adobe Premiere); Photo Editing (Adobe Photoshop, Lightroom); Google Analytics

Mandarin Chinese (Native Proficiency); Social Media Marketing; Instagram, Facebook, Twitter, Weibo, RED); Content Marketing; Cross Functional Team Management; Interpersonal Communication; Data Organization; Creative Producing; Customer Service; Retail Sales; RCM Voice Grade 8; Public Speaking (LAMDA Grade 5)