

LEYI LEI

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EXPERIENCE

Product Marketing Researcher, Mayo (App)

January 2020-Present

Conduct user research targeting co-working and university spaces using design research methods to improve mobile and web designs. Redesign website and core programs to match research findings. Develop outreach and marketing strategies to build our partner network.

Research Assistant, University of Washington

January 2020-Present

Research aiding Dr. Aparna Sundar in her work on consumer psychology through market research, database development, and literature review. Co-writing case study on upcycling in the textile industry.

Marketing Intern, Fraxion

June 2019-January 2020

Redesigned and spearheaded new company social media strategy through influencer and market research. Developed corporate branding through creation of video content and curated social media posts, which fueled our ABM work. Launched event marketing campaign on Twitter for Dynamics GP users at B2B trade show conference.

Student Advocate Intern, OCA-Asian Pacific American Advocates

September 2018-January 2020

Lead project coordinator and graphic designer for student-led film production premiered at Wing Luke Museum honoring the 150th Anniversary of Golden Spike Day with a \$5000 City of Seattle grant. Spoke and organized PICA Conference along with Golden Circle Awards Ceremony honoring community heroes with 300+ distinguished attendees.

EDUCATION

BA Psychology

BA Business Administration: Marketing

University of Washington
Seattle, WA - Expected 2021
GPA 3.68 Dean's List

SKILLS

Market Research
Branding
Social Media
UX Research Methods
Storyboarding
Wireframing
Prototyping
Illustration
Youth mentorship

TOOLS

Adobe Creative Suite
HTML/CSS
Tableau
Figma
HubSpot Marketing
R

LANGUAGE

English
Cantonese
Mandarin
Korean