

# Xiaoyu Miao

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## Professional Profile

Emerging social media manager. Critical thinker. Problem solver. People oriented and market oriented. Educated in five countries on four continents. Polyglot-to-be. Passionate about social media and e-commerce.

## Education

### Bachelor of Information

**2025**

Faculty of Information, University of Toronto

*(expected)*

Information Studies (2023-2025)

Exchange at University of Sydney (2022-2023)

Humanities Studies (2021-2022)

CIE Scholarship (2022)

W. Gordon and Connie Young Marigold Award (2022)

University of Toronto Scholar (2021)

Representative Courses: Designing Interactive System, Computational Reasoning, Information Practices in Organizations, Integrated Approaches to Technology and Society

## Selected Projects

### Designing Prototype for iSchool Building

**2023**

*Course Project (INF352H – Information Design Studio)*

- Conducted user interviews to determine needs for improved experiences for the building's users.
- Reviewed existing building design issues to search for solutions.
- Prototyped and validated an information architecture for usability and effectiveness testing.

### Analyzing Business Traffic Data and Researched for SEO

**2023**

*Noca Mobility, Berlin*

- Analyzed website traffic data to identify UX and marketing strategy.
- Researched and recommended changes to optimize search engine results, including a new marketing channel on search engine for easier website access and more frequent showings.

## Selected Papers

Miao, X. et al (2023) . Care for Elderly People: A Sociable Computer with Arduino Kit. Course Essay, INF351— How to Make a Computer and Why. [\[available\]](#)

Miao, X. et al (2023). Organizational Research: Information Flows in Master's Admissions Process. Course Essay, INF315 – Information in Organizations. [\[available\]](#)

## Professional Experience

### UX Research and Business Development Intern

Summer 2023

*Noca Mobility, Berlin, Germany*

- Conducted business research for further traffic and marketing development.
- Designed user experience webpages and identified opportunities for improved user experience.
- Analyzed and solved marketing issues with Google Analytics.

### E-Commerce Seller

Spring 2020 - Present

*Ebay, Goofish (Alibaba), Etsy*

- Sold products on e-commerce platforms (B2C, C2C)
- Listed products on platforms and conducted SEO

### Blogger

Spring 2020

*WeChat*

- Writing personal blogs on WeChat

## Skills and Qualifications

Marketing (Social Media and SEO)  
Qualitative Research Methods  
Quantitative Research Methods  
UX Prototyping  
Canva, Adobe, Figma

Sales (Physical and E-commerce)  
Microsoft Offices  
Blog writing  
Communications  
Customer Relationship Management

Coding (Python, R, SQL, HTML)  
Mandarin (Native)  
German (Conversational)  
Grade 10 Piano