

Xiaotong (Lucia) Shen

UX/UI Designer & Marketing Specialist

Seattle, WA

647-832-5782

xtshen777@gmail.com

[linkedin.com/in/xtshen/](https://www.linkedin.com/in/xtshen/)

Portfolio: www.luciashenxt.com

EDUCATION

M.S. IN TECHNOLOGY INNOVATION

University of Washington, Seattle, WA

09/2025 - Present

M.A. ADVERTISING

S.I. Newhouse School of Public

Communications, Syracuse University, NY

07/2023 - 07/2024

B.A. FINE ARTS WITH STUDIO PRACTICE

University of Waterloo, ON 09/2016 - 06/2022

Minor: Digital Arts Communication

Certification: **Japanese Language I (2022)**

CERTIFICATION

University of Michigan Python for Everybody
Specialization (12/2024)

Google Digital Marketing & E-commerce
Certification (08/2024)

Adobe Certified Professional in Visual Design
(Photoshop, Illustrator, InDesign) (12/2023)

SKILLS

ADOBE CREATIVE SUITE:

Photoshop, Illustrator, InDesign, XD, After Effects,
Audition, Premiere Pro, Lightroom

DESIGN TOOLS:

Figma, Fusion 360, Unity, Procreate, Canva, Wix

PROGRAMMING:

Python, HTML, CSS

MICROSOFT OFFICE:

Word, PowerPoint, Excel, Outlook

GOOGLE WORKSPACE:

Gmail, Drive, Docs, Slides, Sheets, Forms

DIGITAL MARKETING:

SEO, SEM, Google Search Console, Google Ads,
Social Media Marketing

GENERATIVE AI:

ChatGPT, Midjourney, DALL-E

DATA ANALYTICS:

Commspoint, MRI-Simmons, GWI, Mintel

LANGUAGE:

English, Mandarin, Japanese

EXPERIENCE

UX/UI Designer & Marketing Specialist

Royalforce Media Inc., ON, Internship

04/2025 - 09/2025

- Collaborated with the product manager to design and optimize UI for Pixmancer (AI photo editor) and WhatsDeal (deal-sharing platform) using Figma. Improved onboarding flows, homepages, and key modules through user research, wireframing, and iterative usability testing to enhance overall user experience
- Built Pixmancer's official website and improved app UX through competitor analysis and user testing
- Delivered redesigns for WhatsDeal webpage and navigation, enhancing usability and visual consistency
- Conducted daily TestFlight QA, reported bugs, and collaborated with developers for rapid iteration
- Launched Pixmancer and Whatsdeal TikTok, Instagram, and YouTube from scratch, reaching 500+ followers in one month and creating 3 TikTok videos with 80K+ views
- Produced multilingual marketing assets, ad creatives, and campaign videos with Adobe Creative Suite
- Managed influencer collaborations across the US, Brazil, China, and Japan, boosting app awareness
- Conducted SEO keyword research with SEMrush and wrote optimized blog content to improve website ranking and inbound traffic

INSTRUCTIONAL ASSOCIATE - INTRO TO GRAPHIC DESIGN

Syracuse University, NY, Part Time 08/2023 - 07/2024

GRAPHIC DESIGNER & MARKETING SPECIALIST

Btrust International Trading Inc., ON, Full Time

05/2022 - 06/2023

- Created digital and marketing assets using Adobe Creative Suite for web and social media, ensuring consistent brand identity
- Designed visual materials including flyers, banners, posters, and key visuals, and established the company's visual identity system
- Grew three social media accounts from 0 to 1K+ followers in 3 months through photo/video editing, copywriting, and strategic content planning
- Led marketing campaigns from concept to execution, setting KPIs that drove a 15% sales increase, and coordinated with vendors and cross-functional teams for successful delivery

MULTIMEDIA GRAPHIC DESIGNER

CTRL V, ON, Internship

05/2021 - 08/2021

- Designed high-quality marketing materials, including posters and promotional videos, and contributed to the store's Olympic-themed event by creating custom event posters using digital drawing
- Created video templates using Adobe After Effects for promotional purposes, which the company utilized for YouTube posts over a six-month period

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Product Manager & Marketing Specialist

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EXPERIENCE

UX/UI Designer & Marketing Specialist

Royalforce Media Inc., ON, Internship

04/2025 - 09/2025

- Partnered with cross-functional teams (design, dev, and marketing) to define product goals, sprint priorities, and user requirements for Pixmancer (AI photo editor) and WhatsDeal (deal-sharing platform). Led weekly reports on industry trends and brainstorming sessions to align product direction and identify new growth opportunities
- Optimized UI/UX experience using Figma, improved onboarding, homepage, and feature flows based on user testing, analytics, and competitor benchmarking. Facilitated design review meetings to ensure consistency and quality across design deliverables
- Oversaw the full product lifecycle from ideation to release, coordinating with the product manager, engineers and QA to ensure timely delivery and high usability standards
- Built and executed marketing launch strategies, managing official TikTok, Instagram, and YouTube accounts from scratch, achieved 500+ followers in one month and three TikTok viral videos with 80K+ views
- Directed influencer partnerships across the US, Brazil, China, and Japan, boosting brand awareness and user acquisition
- Conducted SEO keyword research with SEMrush and wrote optimized blog content to increase website visibility and inbound traffic
- Facilitated weekly stand-ups and sprint reviews, ensuring clear communication, task alignment, and data-driven iteration across teams

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