

XIAOYU LEI

Toronto, Ontario | (716) 513-6902 | LXY523617@GMAIL.COM

SKILLS & QUALIFICATIONS

Instructional and Curriculum Development: Instructional design, Curriculum innovation, Pedagogical programming, E-Learning, Learning management systems, Course development software, Adult learning instruction, Educational analytics, Interdisciplinary collaboration

Project and content management: Course management system development, Learning management systems, Digital content management, Online content management, User-Centric/User Experience, Content Collaboration and Workflow

Communication and Engagement: Social media management, Online engagement growth, Business development

Educational Consulting and Student Support: Educational and career consulting, Student recruitment strategy, University application guidance, Student advising, Faculty and staff support

Administrative Coordination: Organizing meetings, Document management, Record maintenance, Handling confidential records, Minute taking, Event logistics, Budget management, Stakeholder communication

Customer and Visitor Services: Visitor experience satisfaction, Information presentation, Conflict resolution, Front-line support, Customer relationship management

Organizational Skills: Time management, Multitasking, Detail-oriented approach

Data Analysis: Statistical Modeling, Machine learning integration, Quantitative Research, Visualization Techniques, Spatial Analysis, Cartography, Market analysis

• **Software and tools:** Microsoft Office, Rhinoceros (Grasshopper), Revit, Agisoft Metashape, Figma, AutoCAD, Photoshop, Illustrator, InDesign, Premiere, Processing, Python, ArcGIS, WordPress

• **Languages:** Mandarin (Native), English (Fluent)

WORK EXPERIENCE

Administration Director & Architecture Director

Sep. 2023 - Present

Linn Portfolio Education

Toronto, Canada

- Developed and managed a comprehensive learning management system for teachers and students, streamlining enrollment management, progress tracking, and communication, leading to a 20% increase in course completion rate and a 35% increase in student engagement.
- Coordinated educational programs and activities, ensuring effective delivery and alignment with organizational goals.
- Collaborated with academic staff to continuously improve course content and delivery methods, ensuring the curriculum remains current and engaging.
- Provided expert guidance on university and college applications, successfully assisting over 20 students in securing offers from top 30 North American universities for undergraduate architecture programs.
- Conducted one-on-one educational consulting sessions, offering tailored advice and support to enhance students' application success rates.
- Directed curriculum innovation by integrating theory with practical applications across five new architecture courses, including sustainable design, advanced structural engineering, urban landscape architecture, digital fabrication techniques, and historic preservation.

UX Designer

Jan. 2023 - Present

Tensor Marketing Ltd.

Toronto, Canada

- Conducted user-centric design of a multinational pet company's website, boosting traffic by 60% and customer satisfaction by 45%.
- Collaborated closely with front-end and back-end developers to translate design concepts into functional web features, optimizing website performance by reducing loading times and ensuring efficient and smooth operations.
- Designed responsive user interfaces using Figma, ensuring a seamless experience across various devices.
- Created visually appealing graphics and layouts for the website and digital marketing materials using Adobe Photoshop and Illustrator.
- Designed cohesive visual branding elements that enhance the company's online presence.
- Developed engaging digital content, including blog posts, social media graphics, and promotional videos, which drove a 30% increase in online engagement.

Architecture Internista (Work Study Program)

Sep. 2022 - May. 2023

University of Toronto

Toronto, Canada

- Managed the office's experimental hospitality venue, overseeing vendor coordination, safety compliance, and visitor

experiences, which increased satisfaction and repeat attendance.

- Served as the frontline contact for inquiries, addressing questions and promoting services to boost event attendance and enhance client relations.
- Handled administrative tasks, including scheduling meetings, preparing reports, and maintaining project documentation, to streamline office operations.
- Created engaging content for social media platforms, such as Instagram, driving a 30% growth in followers and a 25% increase in engagement within four months.
- Enhanced the office's online presence by analyzing engagement metrics and adjusting strategies to optimize performance.

Teaching Assistant

Sep. 2022 - Dec. 2022

University of Toronto

Toronto, Canada

- Designed and delivered tutorials on Architecture and Building Science courses, enhancing students' comprehension and engagement.
- Assisted the professor in preparing teaching materials, grading coursework, and administering exams for over 30 students.
- Facilitated interactive class discussions and organized activities that significantly improved learning outcomes. Provided one-on-one support to clarify complex concepts and foster a deeper understanding of the material.
- Offered targeted feedback to help students improve their academic performance.
- Organized study groups and review sessions, promoting collaborative learning and peer support among students.

Career Consultant

Sep. 2019 - Sep. 2020

Easy Career

Toronto, Canada

- Conducted comprehensive market research studies to compare product offerings with 10 competitors, providing valuable insights for informed strategic decision-making.
- Achieved the "Best Salesman Award" for outstanding performance, generating over C\$20,000 in revenue through effective client consulting and relationship building.
- Analyzed client preferences and academic backgrounds to offer tailored consulting services, achieving a 90% acceptance rate for our recommended strategies.
- Provided personalized educational consulting and career planning services to over 100 undergraduate student clients, guiding them to make informed decisions about their educational and career paths.
- Facilitated group educational consulting and career planning workshops, enhancing collaborative learning and decision-making among clients.

Transportation Design Intern

Apr. 2019 - Jun. 2019

AECOM Group

Tampa, US

- Processed and analyzed traffic data using ArcGIS software, visualizing traffic patterns and achieving a 30% reduction in congestion.
- Rendered 3D visualization models and supported prototyping efforts for the Department of 3D Printing, enhancing project visualization and development.
- Enhanced the accuracy of transportation plans, significantly improving system efficiency.
- Presented data-driven reports and visual models to colleagues and supervisors, facilitating strategic planning and decision-making.

Education Assistant

Sep. 2018 - Jan. 2019

Top Knowledge Inc.

Toronto, Canada

- Collaborated closely with instructors and students to ensure seamless curriculum implementation and adherence to academic timelines, including meeting course deadlines and scheduling exams.
- Assisted seven course instructors by preparing and organizing instructional materials, such as notes and quizzes, which enhanced student engagement and understanding through streamlined course delivery.
- Organized seminars to support undergraduate students with insurance issues, specifically focusing on UHIP, providing essential information and assistance to ensure adequate coverage and informed decisions.

Architectural Design Intern

Jul. 2018 - Sep. 2018

ATA Architects & Planners Ltd.

Beijing, China

- Designed water-efficient plumbing systems for multiple commercial buildings, achieving a 25% reduction in water usage and advancing sustainable building practices.
- Conducted an extensive on-site study of hotel accommodations in the greater Los Angeles area, analyzing land uses, accommodation types, and consumer preferences to inform environmentally responsible design decisions.

- Created digital versions of two floor plans using AutoCAD to enhance visual communication and presentation quality, particularly for stakeholder reviews and construction planning.
- Designed over five interior spaces using Building Information Modeling (BIM) software, ensuring full compatibility with HVAC engineering plans and facilitating efficient integration of heating, ventilation, and air conditioning systems within the architectural designs.

EDUCATION

Master of Architecture

University of Toronto

Sep. 2020 - Jun. 2023

Toronto, Canada

Scholarship: University Of Toronto Fellowship - Architecture, Landscape, and Design

Honors Bachelor of Arts

University of Toronto

Sep. 2016 - Jun. 2020

Toronto, Canada

Double Major in Architecture and Visual Studies, graduated with distinction

TRAINING AND CERTIFICATE

LEED Green Associate: Awarded by the U.S. Green Building Council (USGBC)

2021

Google UX Design Certificate: Awarded by Google

2023

Canadian Architectural Certification Board (CACB) Certification

2023

Inside LVMH Certificate: Awarded by LVMH

2023