

# Wenshu Yang

UX Designer | Toronto, ON | [wenshu.yang@mail.utoronto.ca](mailto:wenshu.yang@mail.utoronto.ca) | [linkedin.com/in/wenshu-yang](https://www.linkedin.com/in/wenshu-yang) | [asuna0831.github.io/design](https://asuna0831.github.io/design)

## PROFESSIONAL SUMMARY

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UX designer and Master of Information student with a background in digital marketing and product operations. I design research-informed product and service experiences that make complex workflows easier to start, follow, and trust.

## TECHNICAL SKILLS

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**UX:** User research, usability testing, interaction design, information architecture, journey mapping, service blueprinting, rapid prototyping, visual design, data visualization

**Tools:** Figma, FigJam, Framer, Mural, Adobe Photoshop, Adobe Illustrator, Excel, HTML/CSS/JavaScript

**Languages:** Mandarin, English

## EDUCATION

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*University of Toronto*

Master of Information, User Experience Design Concentration | Toronto, ON | GPA: 4.0 | Sep 2025 - May 2027

*University of Toronto*

Bachelor of Digital Enterprise Management | Toronto, ON | GPA: 3.78 | Sep 2021 - May 2025

**Honors & Certifications:** Dean's List Scholar, 2022–2024; iNSIDE LVMH Marketing Certificate, Jun 2022

## PROFESSIONAL EXPERIENCE

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### Minoa Home Inc. - Social Media Specialist Intern

*Toronto, ON | Sep 2024 - Dec 2024*

Designed and optimized user-centered content approaches, increasing followers 6x from 500 to nearly 3,000.

Analyzed engagement patterns, peak activity times, and viewing behavior to refine content strategy and brand clarity.

Produced 40+ posts and iterated visual direction based on performance metrics and stakeholder feedback.

### Rednote - Advertising Analyst Intern, Estée Lauder

*Shanghai, China | Jun 2024 - Aug 2024*

Analyzed search trends, keyword frequency, and interaction data in Excel to identify high-demand topics and user interests.

Segmented anti-aging and luxury consumers based on behavioral signals to inform targeted content strategy.

Synthesized campaign performance insights for brand decision-making, supporting optimization that reached 620,000+ users.

### Soul - Product Operation Intern

*Shanghai, China | Apr 2024 - Jun 2024*

Analyzed user feedback and behavioral data to identify usability issues and unmet user needs, improving user satisfaction by 20%.

Designed campaign mechanics and interaction experiences, increasing participation by 15% with 500+ average comments per topic.

Developed user motivation profiles that informed monetization features contributing to a 28.97% quarterly revenue increase.

## SELECTED UX PROJECTS

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### LinkLog - Social Prescribing Follow-Up Tool

*Service Design Client Project, OACAO Links2Wellbeing | May 2026*

Partnered with stakeholders to scope a lightweight follow-up tool for SALC staff supporting 3/6/12-month social prescribing cycles.

Synthesized inherited service blueprints, workflow maps, and stakeholder input into dashboard, client profile, and Log Call workflows.

Shaped the Log Call workflow from mid-fi wireframe to final prototype direction, supporting implementation planning, prototype critique, and stakeholder review.

### ArtFac - Mobile Commission Platform

*UX / Product Design Class Project | Jan 2026 - Apr 2026*

Designed a mobile commission platform helping clients and artists define expectations, track progress, and manage milestone payments and revisions.

Translated group prototype feedback into an individual high-fidelity redesign focused on payment transparency, action hierarchy, communication, and artist control.

Mapped the commission lifecycle from request to approval, using usability findings to refine trust, visibility, and decision points.

### ToMuDo - AI Task Management Tool

*UX Design Class Project | Sep 2025 - Dec 2025*

Conducted interviews and secondary research to identify unclear first steps and planning overload as barriers to task initiation.

Designed AI-assisted task breakdown, timetable, progress, and reward flows to reduce cognitive load for students and young professionals.

Moderated usability testing and iterated questionnaire structure, progress indicators, labels, and task editing patterns.