

Grace (Xiaobao) Dong

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Master of Information, University of Toronto: UXD Concentration, Expected in 06/2026

Honours Bachelor of Arts, Western University: Specialization in Media, Information & Technoculture

- **Academic Accolades:** Western Scholars (2020-2024); Dean's Honor List (2020-2022); Western Scholarship of Distinction (2020)

EXPERIENCE

Website Assistant, 09/2024-Present

University of Toronto

- Working with the team to assess feature readiness and participating in the product release process
- Analyzed University of Toronto website through usability heuristics to conduct website audit for website redesign project.
- Working closely with web developers to conduct QA assessments.

Communications Intern, 01/2024-05/2024

Arthritis Society Canada

- Managed and updated content through CMS platforms (WordPress), ensuring consistent brand messaging and user-friendly navigation across all web pages.
- Analyzed website performance using Google Analytics, recording metrics to optimize content and improve viewers' user experience measured through increased website visits.
- Copywriting including blog posts, press releases, distributed to over 1,0000 audiences.

Research Assistant

Western University - London, Canada

- Conducted literary reviews for 3 undergraduate art history courses, ensuring availability of academic resources and curated assignments aligning with course objectives
- Spearheaded establishment of online learning platforms, optimizing student experience through web content organization and reviewing appropriate reading materials to enhance academic content.
- Assisted in designing major assignment for first-year art history class on the evolution of AI within artistic realm.
- Conducted extensive literacy review on Asian art history's connection to popular culture and organized findings into effective teaching materials

Vice President, 09/2021 to 05/2024

Western University Tea Club - London, Canada

- Coordinated with 11 executive members to conceptualize, promote, secure funding for and execute engaging bi-weekly events
- Gathered and implemented member feedback and suggestions through surveys, enhancing event portfolio by introducing new initiatives alongside traditional events such as Tea Around the World, Toronto Tea Festival and Annual Tea Party
- Collaborated with club cabinet members to develop tailored promotional strategies and campaigns, leading to 300% improvement in social media engagement
- Generated content for diverse promotional channels including social media, email marketing, website copy and other materials

Website Designer & Director of Marketing, 08/2020 to 09/2022

RollUP Solutions Inc. - London, Canada

- Designed and maintained the organization's website, through content update, SEO strategization, accessibility implementation using Web Content Accessibility Guidelines 2.0 to optimize user experience
- Managed social media accounts, consistently engaging with audience and promoting organization's content leading to a 100% increase in engagement
- Achieved brand collaboration and sponsorship from Goodwill through successful social media brand identity development.

SKILLS

- **Technical Proficiencies:** Figma, HTML, CSS, Adobe Lightroom, Premiere Pro, InDesign & Photoshop
- **Professional Skills:** Web Design & Development, Research & Analysis, Social Media Management, Marketing Strategies, Content Creation, User-Centered Design & Strategic Planning
- **Languages:** Mandarin & English