

Grace (Xiaobao) Dong

grace.dong@mail.utoronto.com ❖ (416)-575-2579 ❖ Toronto, ON

❖ [Portfolio](http://www.gracedong.com) (www.gracedong.com)

Aspiring User Experience Design professional and Master of Information student at the University of Toronto, seeking a summer co-op opportunity to apply academic knowledge and gain hands-on experience in user-centered design. With strong skills in Figma, web design, and strategic planning, I am eager to contribute to creating impactful, user-friendly solutions. Enthusiastic about learning and collaborating with innovative teams to drive success in the digital design landscape.

EDUCATION

University of Toronto- Master of Information

Expected in 06/2026

Concentration in User Experience Design

- **GPA: 3.7/4.0**

Western University- Bachelor of Art

Graduated 05/2024

Specialization in Media, Information & Technoculture

- **GPA: 3.7/4.0** Western Scholars; Dean's Honor List; Western Scholarship of Distinction

CERTIFICATIONS & SKILLS

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

WORK EXPERIENCE

University of Toronto

Sep. 2024 – Present

Website Assistant

Toronto, ON

- Using the Jakob Nielsen's 10 heuristic guidelines to conduct a Website Heuristic Evaluation for the official University of Toronto website, evaluating three sub sites, totaling 17 pages, identified 50+ issues and generated recommendations for each to improve user engagement and navigation.
- Co-led an affinity mapping session with the UofT web communication team of 6 through Figma to synthesize input to inform key redesign priorities.
- Presented website issues, recommendations and affinity map findings to the University's Communication Director and engaged in task assignment for the online communications team.
- Designed webpage mockups for the website redesign in Figma
- Performed comparative evaluation of 5 Canadian university websites, benchmarking features and design standards to guide design improvements for UofT's web user experience
- Used HTML and CSS skills to conduct quality assurance for website updates

Arthritis Society Canada

Jan. 2024– May 2024

Communications Intern

Toronto, ON

- Managed and updated content through CMS platforms (WordPress), ensuring consistent brand messaging and user-friendly navigation across all web pages.
- Implemented SEO strategies, enhancing website visibility and improving search engine rankings for targeted keywords
- Collaborated with cross-functional teams to develop and execute digital marketing strategies for social media ad campaign and managed a budget of \$5000, the campaign results in an increase of 50% for website visibility
- Analyzed website performance using Google Analytics, recording metrics to optimize content and improve viewers' user experience measured through increased website visits.
- Assisted in the development of press releases and blog posts- reaching over 15,000 subscribers

- Structured and curated assignments for 3 first year undergraduate art history courses, ensuring the availability of academic resources aligning with course objectives
- Spearheaded establishment of online learning platforms, optimizing student experience through web content organization and reviewing appropriate online engagement tools to enhance academic content.
- Conducted extensive literacy review on Chinese, Korean and Japanese art history's connection to popular culture and organized findings into effective teaching materials

PROJECTS

University of Toronto

September 2024 – December 2024

PlayPaws Mobile App

- In a team of 4, designed a mobile app and toy prototype aimed at enhancing pet enrichment through implementing features such as health tracking, activity preset, different owner-pet engage modes.
- Utilized Figma to create interactive wireframes and UI frames and used 3D modelling software to design the toy
- Conducted research through competitive analysis, literature reviews and user interviews with 10 participants, to synthesize findings into actionable design recommendations.
- Delivered a presentation to a panel of professors and peers, receiving a final grade of 85%.

University of Toronto

September 2024 –October 2024

Matcha Matcha Website Audit

- Conducted a comprehensive web audit for a Toronto-based matcha cafe, evaluating usability, accessibility, and SEO performance.
- Identified 12+ areas for improvement across navigation, content clarity, prioritizing fixes to enhance user engagement and conversion rates.
- Analyzed competitor websites to benchmark industry standards, providing actionable recommendations to improve site aesthetics and functionality.
- Delivered a detailed audit report to stakeholders, including annotated screenshots and suggested redesign strategies

Personal Project

July 2024 – July 2024

The Catty Shack Web Redesign

- Completed a two-week design speedrun to create a user-friendly and visually engaging interface for a community cat rescue website, focusing on improving adoption workflows and user engagement.
- Designed wireframes and interactive prototypes using Figma, prioritizing visual engagement and WCAG 2.1 accessibility standards.