

# XINYI (LEXIE) LIU

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## EDUCATION

### Vanderbilt University, Owen Graduate School of Management

Master of Marketing, Class of 2026 (STEM)

- Coursework: New Product Development, Digital Marketing Strategy, Consumer Insights, Pricing Strategies

Nashville, TN

GPA: 3.5/4.0

### Rhode Island School of Design

Bachelor of Fine Arts, Jun 2024

Major: Illustration; Minor: Theory and History of Arts and Design

Providence, RI

GPA: 3.85 (Honor Student)

## EXPERIENCE

### INFOPRO. DIGITAL, INC.

Nashville, TN

Jan 2025 - May 2025 | *Marketing Intern*, Luxe Pack USA

- Drove event growth for LUXE PACK Los Angeles trade show, achieving +24.7% YoY increase in pre-registrations (to 8.8K) and +19.5% YoY growth in total attendance through integrated social media and email campaigns.
- Led social media content creation for LUXE PACK Los Angeles across Instagram and LinkedIn via HubSpot, growing Instagram followers from 17K to ~18K, impressions by 88.5%. LinkedIn audience grew by 22.4%, impressions more than doubled.
- Redesigned social media visual templates for LUXE PACK Los Angeles and New York, used AI tools to convert technical venue floor plans into clear 2.5D visual layouts for marketing and attendee communication.

### UNILEVER

Shanghai, CN

Jul 2025 - Oct 2025 | *Assistant Brand Manager*, BlueAir

- Created platform-specific contents for RedNote, Weibo, and Zhihu to highlight product benefits to help boost brand awareness.
- Led market research for an internal incubator project exploring a fragrance-air purifier concept, analyzing 10+ brands and 30+ SKUs to identify market gaps, pricing trends, and consumer insights for product positioning.
- Evaluated cross-category pricing benchmarks to recommend a ¥800–1000 product pricing, balancing market opportunity, margin requirements, and cannibalization risk.
- Designed a 10-question mixed-method consumer survey (quantitative + qualitative) across 5 sections to assess user behavior, scent preferences, and pricing acceptance for a fragrance-air purifier concept.

### RESEARCHER & UIUX/GRAPHIC DESIGN CONSULTANT

Boston, MA & Beijing, CN

Jul 2024 - Aug 2025 | *Selected Engagements: MAX'IS Creations, FunFitLand (VR), Freelance Illustrator*

- Collaborated with product manager to improve the product usability and provided design solutions to new functions (e.g. Progress tracking, Favorite, Search, Filter and MR), contributing to a 4.8★ rating in Beta testing on the Meta Quest Store.
- Produced 70+ AI-generated course card visuals using MidJourney, collaborating with course designers to refine prompts and ensure visual consistency across the platform.

### BYTEDANCE & TAL EDUCATION GROUP

Beijing, CN

Aug 2020 - Sept 2021 | *User Interface & Graphic Design Intern*

- Designed 50+ UI interfaces and illustrations, driving 100K+ downloads, and built design systems with 100+ components to boost engagement and efficiency. Designed IP “Peng Peng” as department's mascot, sketched 10+ facial expressions, 14+ actions, 4 outfit. Created 15+ promotional materials, internal communication visuals, and 40+ curriculum visuals.

## PROJECT

### P&G CONSUMER & MARKET INSIGHT RESEARCH

Guangzhou, CN

Nov 2025- Jan 2026 | *Marketing Researcher*

- Conducted consumer and market research for Head & Shoulders and OLAY, delivering 10+ market intelligence reports on brand positioning and competitive dynamics in the Chinese beauty market.
- Applied STP, SWOT, competitive benchmarking evaluate current digital marketing strategies and future market opportunities.
- Performed sentiment analysis on 200+ e-commerce reviews using Python, categorizing feedback into positive/negative themes to identify consumer perceptions and potential product concerns.

## ADDITIONAL

- Technical Skills: Microsoft Office Suite, SPSS, Python, SQL, Tableau, HubSpot, Visual Studio
- Design Skills: Adobe Suite, Canva, Figma, CapCut, Blender, 3ds Max
- Certificate: Google Analytics Certification, Digital Marketing Certificate (Hubspot)
- Language: English, Mandarin