XINYI (LEXIE) LIU

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EDUCATION

Vanderbilt University, Owen Graduate School of Management   **Nashville, TN**
Master of Marketing, Calss of 2026 (STEM)   GPA: 3.5/4.0
• Coursework: New Product Development, Digital Marketing Strategy, Consumer Insights, Pricing Strategies

Rhode Island School of Design   **Providence, RI**
Bachelor of Fine Arts, Jun 2024   GPA: 3.85 (Honor Student)
Major: Illustration; Minor: Theory and History of Arts and Design

EXPERIENCE

INFOPRO. DIGITAL, INC.   **Nashville, TN**
Jan 2025 - May 2025 | *Marketing Intern,* Luxe Pack USA
- Drove audience growth for LUXE PACK Los Angeles trade show, increasing pre-registrations by 19.5% YOY to 10,527 and 12,079 attendee check-ins by 4.4% YoY through coordinated social media and email campaigns.
- Led social media content creation for LUXE PACK Los Angeles across Instagram and LinkedIn via HubSpot, growing Instagram followers to ~18K (+136% impressions) and LinkedIn audience to 14K (+21.9%), driving 20.8K impressions (+66.7%).
- 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 | *Brand Marketing Intern*, *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 positioning, 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   **Shanghai, 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 and sentiment analysis to evaluate brand strategy and 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