

erica weng

projects and involvement

Events Coordinator – Laurier User Experience Design Student Association
may 2022 – may 2023

Collaborated with professors and UX professionals from around the world to conduct fun and engaging events, run productive workshops, and organized agile events to engage community building and deliver impactful experiences.

User Experience Designer – Laurier Connect
jan – april 2024

Created a digital platform designated for Wilfrid Laurier students that facilitate engagement. Partnered with clients from RBC and Unless Design Partners to actively conduct brainstorming sessions, primary and secondary research, run A/B tests, ideation, storyboards, sketching, prototyping, and interaction design.

work experience

Administrative Assistant – Markville Medical Clinic
sep 2023 – oct 2025

Managed front-desk operations including patient check-in, appointment scheduling, insurance coordination and billing processes, and engaged with patients to effectively build rapport and maintained exceptional patient experiences.

Marketing/Social Media Coordinator – Meetrice
jun 2024 – aug 2025

Spearheaded social media strategy across Instagram, Tiktok and Xiaohongshu, driving consistent audience growth and engagement. Developed and executed monthly promotional campaigns, designing multimedia content (videos, graphics) that increased brand visibility and user interaction by 10%.

Service Coordinator – Laura
apr 2023 – may 2024

Maintained operational and visual standards on the sales floor, including monitoring key KPIs to drive performance, handled opening/closing procedures, till reconciliation, returns/authorizations and loss-prevention protocols and provided actionable feedback to management based on frontline observations.

Sales Representative – Sporting Life
jan 2021 – apr 2023

I increased weekly sales by 20% by providing customer education about the company's history and mission, as well as engaged in outreach to procure new members. Strengthened leadership, communication, and teamwork by collaborating with colleagues to meet and exceed collective sales goals.

contact

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education

Wilfrid Laurier University
Honours Bachelor of Design,
User Experience Design
sept 2019 – april 2024

skills

Visual Design, Content creation,
Team collaboration, Attention to
detail, Problem solving, Excellent
communication/organizational
skills, Social media management,
User experiences, User
Research, User journey maps,
Primary & Secondary Research,
A/B testing, Analyzing data,
Retail skills, SEO practices,
Marketing strategies

tools

Canva
Figma
HTML/CSS
WordPress
Microsoft Word
Microsoft Excel
Microsoft PowerPoint
Adobe Creative Suite

language

English (native)
Mandarin (native)