

XIAOCHEN ZHU

Toronto, ON | 1 647-868-9795 | 103er.rr@gmail.com

LORA

Creative and detail-oriented Visual Merchandiser with a strong foundation in fashion studies and hands-on experience in visual design, event coordination, and brand marketing. Adept at capturing fashion trends, executing visual storytelling, and delivering impactful customer experiences. Skilled in digital media, photography, and cross-functional teamwork.

Work Experience

UX Design | Uber/Fantuan (Hey Sugar) – Toronto, ON (Jun 2023 – Mar 2024)

- Designed brand visual identity and marketing materials for digital and in-store promotion
- Created seasonal campaigns and social media assets to increase customer engagement
- Produced visual content increasing brand visibility by over 200%
- Integrated customer feedback into design revisions to enhance satisfaction

Design Associate | Shouku Luxury Consignment – Xiamen, CHN (Jun 2018 – Jan 2019)

- Seasonal concept development and sample production
- Conducted trend research and market analysis to inform collection designs
- Coordinated with production, marketing, and procurement teams to ensure accurate execution
- Exhibition planning and booth design for trade shows

Director of Operations | Limitless – Beijing , CHN (Apr 2016 – Jul 2017)

- Led brand visual identity design and campaign direction
- Developed creative concepts for new product lines and guided design workshops
- Conducted trend forecasting and consumer research to guide visual decisions

Content & Operations Planner | Art Cloud App (Jun 2016)

- Managed user interviews and content planning for app promotion
- Curated and wrote feature articles for WeChat public account
- Organized art-related community events to grow brand engagement

Projects

Field Coordinator | Winter Wonderland Event – Toronto, ON Dec 15, 2024

- Supported on-site execution and coordinated event teardown
- Maintained organization and contributed to a smooth event flow

Talent Wrangler | Canadian Arts & Fashion Awards (CAFA) – Toronto, ON Dec 14, 2024

- Guided VIP guests and coordinated with media and photographers
- Ensured seamless transitions during red carpet and award presentations

Backstage Volunteer | Canada's Bridal Show – Toronto, ON Sep 2024

- Assisted in booth setup, backstage coordination, and decoration planning
- Ensured smooth operations with zero major issues and received positive feedback

Window Display Designer | L.E.S Studio – Toronto, ON Apr 2024

- Created window displays based on seasonal trends to elevate brand presence

Creative Director | “Mask Off” Virgo Social Event – Beijing, China Sep 2016

- Organized themed social event with customized menus, layout, and promotional assets
- Oversaw branding and ticketing strategies, resulting in >95% attendance

Education

Seneca College – Visual Merchandising Arts (Sep 2023 – Jun 2025)

Seneca College – Fashion Studies (Jan 2022 – Aug 2023)

International Study Institute – Tokyo, Japan (Oct 2016 – Mar 2018)

Skills

- Fashion Trend Analysis & Styling
- Visual Merchandising & Display Design
- Event Planning & Execution
- Graphic Design & Photo Editing (Photoshop, Adobe Illustrator, Lightroom, InDesign, Canvas, Sketch Up, MidJourney)
- Social Media Content Creation

Languages

Chinese (Mandarin)
Native

English
Fluent

Japanese
Fluent