

RUOQI LEI (ABIGAIL LEI)

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E-mail: ruoqi.lei@gmail.com

Visa: Temporary Graduate visa (subclass 485)

LinkedIn: <https://www.linkedin.com/in/ruoqi-lei-3b43382bb/>

Link to personal website: <https://personal-web-13b.pages.dev/en/>

Skills

Empathy and outgoing | Communication skills | Teamwork

Microsoft Offices, Adobe, Figma, Rhino 3D, Key shot, Drive licence

Languages: English, Mandarin, Italian

Education

Master of Design Innovation and Technology(12/2023–12/2025) – RMIT(Royal Melbourne Institute of Technology)

Bachelor of product design(09/2018–07/2023) – IED (Istituto Europeo di Design)

Work experience

- ***UI/UX Intern – Jumpstart Program / Trackday – 30 Jun 2025 – 30 Nov 2025, Melbourne VIC Australia***

Selected for Trackday's competitive UX/UI Jumpstart program, co-designed production-ready design system components in Figma with developers, mapped user journeys and high-fidelity interfaces across membership and community features, conducted usability testing

and rapid iteration cycles, supported design-to-development handoff for WordPress/BuddyBoss platforms, and contributed to features deployed to staging and production environments.

- ***Marketing Intern (Online) / Cainiao Group – Melbourne Region – 27 Aug 2024 – 27 Dec 2024, Online***

Conducted regional market research and digital marketing analysis for Cainiao's Melbourne operations, produced campus insight reports to support international-student outreach strategies, managed private social media communities to drive engagement and brand visibility, coordinated promotional partnerships with local organisations, and collaborated within cross-border remote teams.

- ***Member of Outreach Department / RMIT Chinese Student and Scholars Association – February.2024–June 2025, Melbourne VIC Australia***

As part of RMIT CSSA's Outreach Department, I built partnerships and supported cultural and social events to strengthen student community engagement.

- ***Salesperson / Merry Season – May.2024–March.2026, Melbourne VIC Australia***

Delivered customer service and supported retail sales operations.

- ***Volunteer / Kindness Trip 100 Organization – Nov.2020–Feb 2021, China***

I worked as a volunteer at the organization's charity donation event to help organize the event

- *Designed school souvenirs for Sichuan Normal University's school anniversary – Oct. 2018–Mar 2019, Sichuan Normal University*

Leading and designing school souvenirs for the school anniversary celebrations at Sichuan Normal University