

Menglu Xia

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Objective: AI products, User Research, Digital MKT, etc.

EDUCATION

University College London (QS rank:9/100)

09/2025 – 09/2026 | Master of Digital Humanities

- Core Modules: Internet Technologies, Data Visualisation and GIS, Digital Humanities Research Method

Shanghai International Studies University

09/2021 – 06/2025 | Bachelor of International Journalism and Communication

- Core Modules: Principles and Application of Database, Visual Art and Technology, Brand Communication and Management

INTERNSHIPS

Victoria and Albert Museum

03/2026 – 05/2026 | Chinese Export Watercolor Project | Research Assistant

- **Cross-Institutional Research & Data Collection:** Conducted systematic Chinese export watercolor(CEW) information gathering across multiple institutions to support a joint digital archive website development. Cleaned, standardized, and organized large volumes of data from disparate institutional sources, establishing a structured metadata schema to ensure content discoverability and consistency.
- **User-Centered Website Design:** Contributed to the CEW website design. Independently identified a critical gap in existing research workflows and proposed a “Similarity Search” feature which enables scholars to surface visually or contextually related artefacts for comparative analysis. Translated academic user needs into a concrete, actionable design solution that extended the platform’s core functionality.

Panerai, Richemont

03/2024 – 09/2024 | MKT Intern

- **Content Design & Storytelling:** Contributed to the creation of brand visual assets, including designing event collateral, brand guidelines, etc. Designed and delivered 300+ event invitations and 5,000+ copies of brand manuals distributed across boutiques and showcased at Watches & Wonders Shanghai, enhancing brand storytelling. Independently responsible for the full production lifecycle of brand unboxing videos — from defining narrative structure and scripting to storyboarding, shooting, and post-production editing. Produced 10+ videos generating 500k+ views and 20k+ user engagements.
- **Competitive Research & Behavioural Analysis:** Conducted systematic competitor analysis across brands within and beyond the group, tracking social media engagement patterns and user behavioural trends. Synthesised findings into weekly and monthly reports analysing content strategy, operational logic, and performance metrics, delivering actionable insights that informed marketing optimisation and KOL/celebrity collaboration strategies.

The Paper, Shanghai United Media Group

03/2023 – 09/2023 | Podcast Production and Operation

- **Podcast Production & Operation:** Co-founded official podcast for *The Paper*’s international department, designing the logo, slogan, and establishing a cohesive brand identity that defined audience-facing experience. Managed the full production lifecycle across recording, editing, and multi-platform distribution, delivering 20+ episodes with peak engagement exceeding 50,000 interactions. Conducted systematic performance analysis tracking engagement metrics, listener drop-off points, and retention patterns to identify user behaviour trends, iteratively refining content structure, pacing, and topic strategy to drive measurable improvements in audience retention.

PROJECT EXPERIENCE

ASK.XOS, Creator and Video Editor

- **Responsibilities:** Conducted street interviews as a form of qualitative primary research, capturing real user attitudes toward current social issues and synthesizing findings to identify recurring behavioral patterns and pain points that informed topic selection and narrative direction. Performed in-depth content performance analysis, tracking key engagement metrics, including view counts, video completion rates, interaction rates, and follower growth, to construct layered user personas and map audience viewing journeys, applying insights to iteratively refine content structure and pacing to improve user retention and relevance.

SKILLS

- Software: MS Office (Word, Excel, PowerPoint), CapCut, Google Workspace, Figma, RStudio, SQL
- Language: Mandarin (Native), English (PTE Academic: 83/90)