

# ERICA (YUE) SHAO

Chapel Hill, NC, USA | (984) 291-6230 | syue1@unc.edu

<https://syue0411.github.io/EricaShao-Portfolio/>

## EDUCATION

### University of North Carolina at Chapel Hill (UNC)

Master of Educational Innovation, Technology, and Entrepreneurship

Aug 2025 - Jul 2026

### Shanghai Normal University (SHNU)

Bachelor of Education

Shanghai, China

Sep 2021 - Jun 2025

NC, USA

## SKILLS

- Needs Analysis/Data Analysis (SPSS, Excel)
- Graphic/UX Design (Canva, Figma)
- Instructional Design (Articulate Rise & Storyline, Canvas)
- Software Development (GitHub, VS Code, Claude)

## INTERNSHIP EXPERIENCE & PROJECTS

### MetaMetrics, Inc.

Product Management & Design Intern

Remote, USA

Aug 2025 – Present

- Conduct user research by aggregating and analyzing 7 years of profile and financial data from 374 clients; design surveys and interviews to assess product fit and technology readiness, and synthesize findings into personas and market recommendations for product strategy.
- Analyze ORF landscape and school district RFPs, benchmarking requirements against company offerings to evaluate product–market fit and inform strategic alignment.
- Contribute to the development of a parent-facing personalized learning assistant (launching) by translating research into product improvements through journey mapping, resource curation, and UX content design to improve accessibility and actionability of Lexile and Quantile measures

### Shanghai Huojian AI Education Technology Co., Ltd.

Instructional Design Intern

Shanghai, China

Apr 2025 - Aug 2025

- Redesigned and restructured K–12 curricula in Mathematics, Physics, Chemistry, and English, adapting 115 courses across 10+ regional versions to align with newly released curriculum standards.
- Conducted pre-launch testing and quality assurance, documented instructional and technical issues identified before and after release.
- Collaborated with engineers, leadership, and regional clients to communicate feedback, align timelines, and support iterative improvements.
- Co-developed an AI-assisted workflow using an open-source agent framework to automate practice problem ingestion, resulting in a ~5-fold increase in instructional content production efficiency.
- Integrated practice problems into an AI-powered programming platform, converting instructional content into HTML and performing manual debugging to identify and fix basic logic and syntax errors.

### Hui Shi Primary School

Intern Teacher & Researcher

Shanghai, China

Sep 2024 – Jan 2025

- Responsible for designing, teaching, and iteratively improving standards-aligned Chinese Language and Literacy lessons, integrating multimedia resources based on curriculum requirements and learner needs.
- Actively participated in school- and district-level teaching and research activities.
- Conducted a needs analysis to identify gaps in teachers' engagement with professional development. Synthesized findings into actionable insights to improve instructional design and teacher support strategies.

### Entrepreneurship Training Program Design for Rural Women in Xinjiang

Core Team Member

Shanghai, China

Dec 2023 – Oct 2024

- Designed and conducted comprehensive research on rural women's vocational skill gaps and learning barriers through literature review, questionnaires, interviews, and case analyses.
- Analyzed local industrial structures and exemplary entrepreneurial practices to identify high-potential industries, women's skill strengths, and education pathways supporting rural development initiatives.
- Developed a vocational education curriculum framework based on research findings.
- Designed a user-friendly mobile app prototype to support women's innovation and entrepreneurship. Collaborated with a technology company to support implementation.