

AKELA HUANG Product & Marketing Coordinator

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PROFESSIONAL EXPERIENCE

PROJECT MANAGER

Huawei (Client Sponsored NDA Project)

Vancouver, Canada

May 2025 – Present

- **Led a multi-disciplinary team** to explore the integration of VFX into mobile UX design.
- **Managed scope, schedules, risks and team workload** using structured capacity planning.
- Supported photo and video documentation for prototype presentations and internal showcase.
- Facilitated **weekly stakeholder reviews** to align technical execution with creative goals.
- Built trust through transparent and consistent communication with **department leadership and client**.

PROJECT MANAGER & TEAM LEAD

Vancouver Community College (Client Sponsored Project)

Vancouver, Canada

Jan 2025 – May 2025

- Led a cross-functional team in the end-to-end development of a **VR sandblasting simulation tool**.
- Delivered high-impact visuals and user experiences through **iterative prototyping and user testing**.
- Created UX journeys, digital documentation and demo materials using **Figma, Canva, and Adobe Suite**.
- **Delivered weekly client reports** to ensure visibility and alignment, culminating in a functional prototype well-received by stakeholders.
- **Achievement: Nominated and exhibited at 2025 HarvardXR Conference, recognized for innovation and impact in extended reality learning solutions.**

PROJECT COORDINATOR

Wanda Media

Beijing, China

Sep 2021 – Jul 2022

- Managed **multimedia assets, photography, and timelines** for major events and brand collaborations.
- Assisted **marketing collateral, packaging guidelines, and promotional videos** across multiple brands.
- Developed **branding and content materials** for both digital and on-site event activations.
- Assisted in **filming and post-production editing** for event documentation and marketing.

“MIC Made in China” Pop-up Store | Jan 2022

- Managed the **full project lifecycle** from kickoff to post-launch, for a multi-brand pop-up event and successfully delivering on the creative direction of five distinct brands.
- Managed **vendor collaboration and production schedules** for all graphic and promotional materials.
- **Achievement: Attracted 100,000+ daily visitors, 25M+ online views, and secured collaborations with 35+ brands during the event.**

Strategic Cooperation Launch Event – China FAW & Wanda Group | Oct 2021

- **Supported coordination** for a high-profile signing ceremony between China FAW and Wanda Group.
- **Managed event logistics** including guest vehicle scheduling, catering, and venue layout planning.
- **Coordinated with clients** and assisted in the production of both online and offline promotional materials.

EDUCATION

THE UNIVERSITY OF BRITISH COLUMBIA

Master of Digital Media

Vancouver, Canada

Sep 2024 – Dec 2025 (Expected)

QUEENS UNIVERSITY

Bachelor in Film and Media with professional internship

Kingston, Canada

Sep 2018 – May 2023

TOOLS & SKILLS

Content Creation & Editing: Photography, Filming, CapCut, Canva, Adobe Photoshop, Illustrator, InDesign

Design & UX: Wireframing, User Flow Mapping, Figma, FigJam, Usability Testing

Project & Coordination Tools: Trello, Notion, Slack, Google Workspace, Miro

Communication & Collaboration: Agile Methodology, Stakeholder Management, Cross-Team Coordination

Multilingual: English, Chinese, Japanese