

Leshi Feng

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EDUCATION

University of Oxford

Oxford, UK

Master of Science in Education (Digital and Social Change)

10/2023 – 12/2024 (Expected)

- **Relevant Courses:** Critical Digital Innovation, Social Justice and Technology, Intermediate Quantitative Research
- **Dissertation:** Digital Outcome Divide and Artificial Intelligence in Education (AIED): Who Benefits Most from Using Generative AI for Academic Writing in UK Universities?

University College London

London, UK

Bachelor of Science in Psychology with Education

09/2020 – 06/2023

- **Grade:** First Class Honors
- **Positions:** Student Representative, Teaching Assistant
- **Relevant Courses:** Psychological Research, Cognitive Psychology, Learning Sciences, Psychology and Neuroscience in Education

WORK EXPERIENCE

Yitang Education Technology Co., Ltd.

Beijing, China

Growth Product Manager Intern, Private Advisory Board

06/2023 – 09/2023

(Private Advisory Board is an Edtech platform that fosters entrepreneurial skills in early-stage entrepreneurs through collaborative learning)

- Launched a sub-product that increased customer retention by 20% through market research on 15+ startup accelerators, identifying market opportunities for lean experimentation support.
- Increased program enrollment by 16% through competitive analysis on 10+ entrepreneurship training products, refining product positioning, and optimizing customer acquisition strategies.
- Developed an MVP for an Expert Database, reducing expert-entrepreneur matching time by 40% through defining key matching criteria such as professional background, experience, and coaching approach.
- Boosted Net Promoter Score (NPS) by 25% through user research, gathering 80+ insights via surveys and interviews, and leading targeted product iterations to address key pain points.
- Drove a 23% increase in course participation and a 27% growth in course engagement by designing and executing marketing campaigns for online communities of 1,000+ early-stage entrepreneurs.

CoachBright

London, UK (Remote)

Coach Lead and Instructional Designer, Coopers School STEM Virtual Tutoring Program

03/2022 – 05/2022

- Managed the end-to-end delivery of a virtual tutoring program focused on improving STEM for Year 9 students at Coopers School.
- Led a team of 12 volunteer coaches to deliver 9 online tutoring sessions, improving student satisfaction by 15% through hosting weekly strategic meetings to discuss session highlights and challenges.
- Increased student engagement by 18% by collecting and analyzing feedback from 28 students after each session through Monday.com, leveraging data-driven insights to enhance tutoring effectiveness.
- Oversaw session quality by evaluating each tutoring pair with a structured rubric and providing targeted feedback to volunteer coaches, leading to a 20% improvement in session quality.

PROJECT EXPERIENCE

University College London

London, UK

Product Manager and Co-Founder, Assessment Hub

03/2022 - 06/2023

(Assessment Hub is a digital toolkit within the school LMS, developed to guide UCL students in navigating assessments successfully)

- Founded and led the Assessment Hub, helping 300+ UCL students excel in assessments and capitalize on feedback for improvement.
- Conducted a needs analysis to identify students' pain points in the assessment process, leveraging insights to develop a project proposal, which successfully secured £850 in funding for product development and enhancement.
- Collaborated with an Agile cross-functional teams including academic staff, designers, and developers to design key assessment features delivering both cognitive (improved understanding) and emotional (reduced anxiety) benefits to students.
- Increased user adoption by 25% and improved user experience by 33% through product iteration, prioritizing two key features based on feedback from 90+ target users.

University College London

London, UK

Product Research Fellow, ChartTool

02/2023 - 05/2023

(ChartTool is an online platform created for educators to visualize assessment information through interactive scatter graphs)

- Collaborated with cross-functional teams (Digital Assessment Advisors and IT), to evaluate and optimize the ChartTool prototype.
- Led 3 focus groups with educators to uncover pain points in assessment design, analyzing insights to inform product enhancements, resulting in a 16% increase in adoption.
- Conducted usability testing, refining platform functionality and user workflows, which reduced user errors by 30% and improved assessment design efficiency by 35%.

SKILLS

Languages: English (Proficient), Mandarin (Native), Cantonese (Native), French (Elementary)

Technical Skills: Figma, Jira, SQL, Tableau, R, MATLAB, SPSS, NVivo, Microsoft Office (Word, Excel, PowerPoint)

Product Skills: Wireframe, Prototyping, User Story, Product Documentation, Product Roadmap, Agile Methodology

Award: SSAT Student Leadership (Gold Award)