

MENGYAO (MICHELLE) CHENG

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EDUCATION

University of North Carolina at Chapel Hill

2024.08-2026.06

Master of Arts in Educational Innovation and Technology and Entrepreneurship

- **GPA:** 3.95/4.0 (Top 10% of the program)
- **Related Coursework:** Instructional Design, UI/UX Design, Design Thinking, Adult Learning Principles, Learning Sciences, Learning Analytics, Quantitative Research, Statistics, LMS Analytics

University College London

2021.09-2024.06

Bachelor of Arts in Education Studies

- **GPA:** 3.75/4.0 (Top 15% of the program); First Class Honor
- **Related Coursework:** Multimodal Instructional Design, Educational Research Methods (Qualitative + Quantitative), Educational Policy and Social Development, Media Literacy, Creative Teaching, Children Learning Research

INTERNSHIP EXPERIENCE

Mercalis (Now Valeris)

Instructional Design Intern

2025.05–Present

- Designed corporate e-learning courses using the **ADDIE model** and **Articulate Rise/Storyline**, covering topics such as overrides, escalation handling, and claims processing; achieved 95%+ learner satisfaction and significantly improved engagement and course retention.
- Collaborated with **SMEs** (training specialists and project leads) to align content with real-world business scenarios, accelerating course updates and reducing iteration cycle time by 30%.
- Managed company's **Learning Management System (LMS)**, handling learners access control and course upload; tracked learning progress and feedback to optimize platform usability and support scalable content delivery.

EdMotion Inc.

Instructional Design Intern

2024.09–2025.05

- Designed **K-5 science and math** educational games based on **Bloom's Taxonomy and Depth of Knowledge** framework, supporting sorting, matching, and other game scenarios.
- Created visual assets with **Canva** and maintained the EdMotion Resources **LMS** by managing educator/admin access and ensuring quality content delivery.
- Contributed to the development of a personalized **GPT model**, "Standard Sync," which automated alignment of game content with Texas NGSS standards, improving standard-to-content matching efficiency by over 60%.
- Participated in feature testing for the new "Create Studio" module; collaborated with cross-functional teams to embed ChatGPT and Canva APIs into the **LMS**, streamlining the content-to-illustration workflow and enhancing course development speed and team collaboration.

ZHIPU AI

Content Strategy Intern

2024.07–2024.09

- Designed platform-specific content strategies across **Bilibili, Douyin, WeChat, and Zhihu** to drive user acquisition and retention; increased publishing frequency to 6+ pieces/week with a mixed text-video format.
- Built a centralized Feishu asset library to streamline topic selection and production; doubled weekly content output with 65%+ adoption of high-heat materials.
- Wrote and optimized **AI-related content** (e.g., research briefings, expert insights) with **A/B-tested** headlines, boosting average WeChat views by 15%.
- Analyzed content performance (CTR, engagement, conversion) to refine strategy, increasing Bilibili video completion rates by 20% and Zhihu saves by 18%.

SKILLS AND OTHER INFORMATION

- **Skills:** Instructional Design (Articulate 360, Canva, CapCut); UI/UX Design (Figma, Axure); Data Analysis (R, SPSS, Excel, A/B Testing)
- **Languages:** English (Proficient); Chinese (Native); Japanese (Beginner)
- **Project Experience:** Participated in App Team Carolina UI/UX Bootcamp, redesigned a language learning app Duolingo with a new feature "Immersion Mode" based on competitor and user research.
- **Campus Activities:** Development team member of the Carolina AR/VR Lab, designed 3D assets for a VR Immersive Soothing Game using Blender and Unity.