

Leo Wang

Strategy, Analytics, & Storytelling

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EDUCATION

New York University, Leonard N. Stern School of Business **New York, US - Shanghai, China**

MS in Organizational Management and Strategy ***June 2025 - May 2026***

- Current GPA: 4.0; Relevant Coursework: Leadership in Organizations, Strategic Landscapes, Understanding and Managing Money Flows, The Strategist, Advanced Strategy Analytics, M&A

University of Western Ontario **London, Canada**

BA in Psychology ***September 2019 - May 2023***

- Activities and societies: Western Basketball Association President (Led 50+ member org; managed budgets, events, sponsorships), North America Developing Leaders Entrepreneurs Association VP of Public Relations.

WORK EXPERIENCE

@shotbywang **Toronto, Canada - New York, US**

Creator, Director, & Storyteller ***January 2024 - Present***

- Built and scaled a YouTube channel from 0 to 50k+ subscribers and over 1.6M+ views by producing compelling and emotionally resonant short films rooted in behavioural psychology.
- Directed and produced *SUPERMAN: A Basketball Doc About Courage*, a 6-month documentary on the Olympic journey of Team Canada athlete Alex Johnson, featured on YouTube and Amazon.
- Developed end-to-end creative strategy, scripting, cinematography, editing, and promotion to grow channel.

Interac Corp. **Toronto, Canada**

UX/UI & Product Strategy Intern ***September 2023 - December 2023***

- Designed AI/LLM-powered fraud detection models that enhanced compliance workflows and cut false positives by 90%, directly reducing operational costs and improving the accuracy of internal risk monitoring.
- Collaborated closely with a team of developers as the sole designer, honing skills in agile workflows and effective communication in a start-up style team.
- Conducted user interviews, user research, wireframed prototypes, and partnered with developers in agile sprints to launch interfaces for open-banking consent and FDX management.
- Led design of internal dashboards and workflows that simplified legal compliance, privacy risk alerts, and employee training.

Toshu Studio **Remote**

UX Designer ***October 2022 - December 2023***

- Designed core features for a Web3 gallery platform connecting 10,000 Azuki NFT holders with artists, including artist profiles, upload flows, and commission requests.
- Improved IA and UX flows across key touchpoints to support two-sided marketplace interactions (artist vs. buyer), boosting usability and retention.
- Led usability testing and design iterations that enhanced engagement and informed v2 platform improvements.
- Introduced a gamified onboarding system and a badge-based rewards feature to increase artist commissions.

Government of Canada **Toronto, Canada**

Member of Parliament Assistant ***May 2021 - August 2021***

- Supported communications and policy research for the federal MP office, leading community initiatives, managing casework, and preparing research briefs for federal committee discussions (HUMA).

SKILLS & INTERESTS

- Market research, Valuation frameworks (coursework), Daytrading NQ Futures,
- Strategy & UX: Storytelling, Firm/Industry Analysis, Agile Workflows, Cross-functional Collaboration, Problem Solving, User Research, Wireframing, Prototyping, Usability Testing, Design Thinking, Interaction Design, Information Architecture.
- TradingView, Excel, Adobe Suite, Premiere Pro, Davinci Resolve, Figma.
- Languages: English (Native), Chinese Mandarin (Native), French (Elementary).