

XIAOHENG SUN

xsun9866@gmail.com , +1 (647) 909-9866 , Toronto, ON , prjct9866.com , linkedin.com/in/xiaoheng-sun

PROFESSIONAL EXPERIENCE

Digital Transformation & B2B Website Developer

Apr 2026 - Present

Huangming Foreign Trade Co., Ltd.

Quanzhou, Fujian

- Leading the development of a private B2B artisan product catalog platform for international lead generation, product presentation, and inquiry-based sales.
- Designed a no-price inquiry workflow with structured quote requests, email lead capture, buyer applications, and admin-side inquiry management.
- Planned scalable platform features including product visibility control, user access levels, image watermarking, private catalog access, and product protection measures to reduce competitor copying risk

Marketing Design & Brand Development Contractor

Jun 2026 - Jul 2026

NRI Industrial

Mississauga, ON

- Redesigned marketing assets for NRI Industrial's auction and industrial equipment campaigns, including flyers, web banners, email subscription graphics, and web calendar visuals.
- Created a more consistent B2B industrial visual style using brand colors, bold typography, equipment-focused imagery, and structured layouts.
- Enhanced promotional materials by improving visual hierarchy, reducing clutter, and preparing assets for both web and print marketing use.

Website Content Coordinator, On-site

Feb 2026 - Mar 2026

Verleno PPF Canada

Mississauga, ON

- Optimized Verleno PPF Canada's website by improving product information pages, visual layout, content structure, and product series organization.
- Built and refined multiple product introduction pages, ensuring each page clearly communicated product features, applications, and brand value.
- Managed website image uploads and visual placement to improve page aesthetics, product presentation, and overall user experience.
- Reorganized product categories and series to make the website easier to navigate and more aligned with customer browsing behavior.
- Improved color consistency, spacing, formatting, and page readability to strengthen the website's professional appearance and brand identity.

Computer Vision & Industrial AI Project Developer, Remote

Aug 2025 - Jan 2026

Suzhou Dongfeng Urban Appearance & Municipal Engineering Co., Ltd.

Suzhou, Jiangsu

- Fine-tuned YOLOv11-based real-time detection models for three industrial use cases: construction helmet compliance detection, steel surface defect recognition, and excavator front-obstacle warning.
- Designed and implemented a steel defect recognition workflow that detected surface flaws from camera feeds, captured defect images, and automatically inserted inspection evidence into pending review and sign-off reports.
- Reduced steel inspection and reporting time by approximately 85% by replacing manual visual checks and report preparation with an automated computer vision pipeline.

Data Engineer & Analyst, On-site

Jul 2025 - Aug 2025

Verleno PPF Canada

Mississauga, ON

- Designed and deployed a multi-phase Python pipeline to collect, clean, and enrich 10K+ automotive shop leads across Ontario.
- Built robust scraping workflows with retries and proxy rotation to ensure reliable data acquisition from diverse sources.
- Automated deduplication & cleaning, reducing dataset noise by 50% and verifying 6.5K+ Canadian businesses.
- Created a service classifier (PPF, Wrap, Tint, Ceramic, etc.) using keyword/NLP extraction, achieving 95% accuracy.
- Implemented contact enrichment crawlers to extract emails + Instagram handles, reaching a 60%+ enrichment rate for targeted outreach.

Machine Learning Engineer, Hybrid

Sept 2024 - Apr 2025

True Impact

Toronto, ON

- Engineered an end-to-end AI platform that automated marketing content analysis, reducing manual review time by 70%.
- Trained and deployed YOLOv11 to detect Areas of Interest in visuals, integrating gaze-tracking overlays to map user attention.
- Built an NLP pipeline (topic modeling + entity recognition) to analyze 10K+ marketing reports, extracting key insights with improved topic coherence.
- Developed a semantic search & recommendation engine (FAISS + Gemini Pro), cutting insight retrieval time from minutes to seconds.
- Automated creation of personalized visuals using DALL-E + tuned LLMs, boosting design output efficiency by 40%.

Project Manager, Hybrid

Feb 2023 - Sept 2023

Suzhou Dongfeng Urban Appearance & Municipal Engineering Co., Ltd.

Suzhou, Jiangsu

- Managed day-to-day coordination for municipal engineering and urban appearance projects, supporting planning, execution, timeline control, and progress tracking.
- Worked closely with management, field teams, contractors, and external stakeholders to align project objectives, implementation schedules, and operational requirements.
- Tracked project milestones, followed up on task completion, and identified potential risks or delays to support timely project delivery.
- Prepared project documents, progress summaries, internal reports, and meeting records to support communication and decision-making.
- Assisted with on-site coordination by monitoring implementation progress, collecting feedback, and supporting issue resolution during project execution.
- Strengthening cross-functional communication between office teams and field personnel, helping improve project visibility and execution efficiency.

Analytics Project Manager, Remote

Jan 2023 - Feb 2023

Leonnova

Toronto, ON

- Researched 10+ SaaS collaboration tools, creating benchmarking on pricing, features, and customer segments.
- Delivered competitive insights and risk assessments that shaped GTM roadmap and product positioning.

ENTREPRENEURIAL EXPERIENCE

Founder & AI Portfolio Website Developer PRJCT9866

Mar 2026 - Present
Toronto, ON

- Founded PRJCT9866 as a registered business and digital portfolio platform to showcase applied AI projects, automotive project development, sponsor information, event documentation, and visual content.
- Built and maintained [PRJCT9866.com](https://prjct9866.com) with structured sections for AI project showcases, technical workflows, project outcomes, galleries, event recaps, and brand storytelling.
- Presented selected AI and data-related projects through organized website pages, highlighting objectives, tools, methodologies, and real-world applications.
- Managed website content, image assets, project descriptions, sponsor materials, and visual layouts to maintain a professional and consistent digital brand identity.
- Used PRJCT9866 as a business platform to connect personal technical work, automotive media, brand development, and potential collaboration opportunities.

EDUCATION

Schulich School of Business, York University Master of Management in Artificial Intelligence

May 2024 - Jun 2025

University of Toronto Honours of Bachelor of Science (HBSc); Major in Mathematics and Statistics

Sept 2018 - Dec 2022

PROJECTS

PRJCT_N.C.L.B – Digital Presence & Memory System

Apr 2026 - Ongoing

- Designed the concept architecture for a multimodal digital companion system focused on relational memory, familiar tone, voice continuity, visual presence, and human-computer interaction.
- Planned a phased AI system moving from text-fidelity validation to voice synthesis, screen-based visual presence, companion interaction mode, and future spatial projection.
- Defined system principles around memory retrieval, persona consistency, emotional steadiness, and controlled response boundaries to reduce hallucination and preserve realistic interaction behavior.

PRJCT_iAcademic Engine – Local Academic RAG System

Feb 2026 - Mar 2026

- Built and tested a local-first academic AI engine that searches across multiple books, PDFs, course materials, research papers, and long-form documents.
- Developed a RAG workflow using Python, FastAPI, BAAI/bge-small-en-v1.5 embeddings, FAISS vector search, PDF parsing, document chunking, and local LLM/Ollama integration.
- Enabled multi-document reasoning by retrieving relevant passages, generating grounded answers, and returning source references to improve transparency and academic reliability.

PRJCT_iDRS – Intelligent Dynamic Rear Wing System

Dec 2025 - Ongoing

- Developing a protected active-aero system concept for closed-course vehicle use, connecting vehicle-state signals, driver input, braking, cornering behavior, and stability demand to rear-wing response logic.
- Designed a high-level architecture covering signal sensing, decision logic, actuation control, fail-safe behavior, and track-oriented calibration.
- Prepared protected system documentation for patent registration while keeping internal control logic, calibration details, and implementation parameters confidential.

Crime Analytics Dashboard – City of Toronto

Jan 2025 - Apr 2025

- Built an interactive Tableau dashboard using 50K+ Toronto crime records from 2020–2024 to support public safety analysis and planning.
- Created heatmaps, density maps, trend charts, and geographic filters to visualize crime concentration, seasonal patterns, and high-risk areas.
- Designed stakeholder-facing visual analytics outputs to help non-technical users interpret spatial-temporal crime patterns and support data-driven planning.

Predictive Crime Modeling – Toronto Police

Sept 2024 - Dec 2024

- Developed predictive models to analyze Major Crime Indicator patterns and estimate short-term crime risk across different locations and time periods.
- Applied data preprocessing, feature engineering, model comparison, and performance evaluation using machine learning and time-series methods.
- Translated model results into actionable insights to support resource planning, risk monitoring, and proactive public safety decision-making.

XYZ Apparel Demand Forecasting & Lead-Time Optimization

Sept 2025 - Dec 2025

- Developed SARIMA and SARIMAX forecasting models to predict product demand and support inventory planning for an apparel business case.
- Evaluated lead-time reduction scenarios from 5 months to 2 months to assess operational impact on inventory availability and business responsiveness.
- Combined forecasting outputs with business recommendations to improve supply chain planning and reduce stockout risk.

Customer Lifetime Value Prediction & Segmentation

May 2024 - Aug 2024

- Built machine learning models to predict customer lifetime value and identify high-value customer segments using transaction and behavioral data.
- Applied data preprocessing, feature engineering, model evaluation, and segmentation techniques to support targeted marketing decisions.
- Translated analytical findings into business recommendations for customer retention, campaign prioritization, and revenue growth.

SKILLS & AWARDS

Technical Skills:	Python, R, SQL, Tableau, Excel, Scikit-learn, OpenCV, Selenium, BeautifulSoup, FastAPI, GitHub, ProjectLibre
Languages:	English (Professional), Chinese (Native)
Certifications:	AI For Business Specialization - University of Pennsylvania; Introduction to Generative AI Learning Path – Google; Google Data Analytics Courses – Google; Responsible AI Courses – Google Cloud; Project Management Professional – Google; Management Communication – Peking University; Financial Markets – Yale University; Leading for Equity, Diversity and Inclusion in Higher Education – University of Michigan; Psychology and Life – Nanjing University; National Geographic Photography Professional Certificate Program