HONG (SHERRY) XUE

sherryxue2023@u.northwestern.edu | (847)563-0020 | 2303 Sheridan Road | Evanston, IL, 60201
sherryxue.com

EDUCATION

Northwestern University, Evanston, IL   Expected: June 2022
Bachelor of Arts in **Communication Studies** | Minors: **Entrepreneurship**, **French, Data Science**
Certificates: **Integrated Marketing Communications, Segal Design Certificate**
Relevant Courses: Technology and Human Interaction, Design, Thinking, and Doing (DTD), Consumer Insight

LEADERSHIP EXPERIENCE

Explorate (Volunteering Review Website), Founder   August 2020 – Present
- Led four team members and received $1000 funding as propel and residency program at the Garage
- Designed questionnaire and website prototype and reached out to different organizations and volunteers
- Conducted fifteen 45-minute interviews with international volunteers and international NGO and synthesized interview insights into iterate the design of the prototype
- Created marketing and launch plan (demographics, persona, revenue plan, timeline)

Video Production, Director   Grier School, PA; January 2016 – May 2019
- Recorded 15+ school performances and produced 10+ videos of all genres (stop-motion, music video, ads etc.)
- Taught host sister in Costa Rica video-editing skills, which allowed for creation of videos for community event

DESIGN AND RESEARCH EXPERIENCE

ATLAS lab, Research Assistant & Tech Team Lead   **Northwestern University,** June 2020 – Present
- Developed social robot bibliography templates with 20+ categories of functions
- Designed infographics and websites for social robots as reference for human-AI teaming research
- Oversaw all technical aspects of data collection and led a team of two tech developers

Network for Nonprofit and Social Impact Lab, Research Assistant   January 2020 – September 2020
- Coordinated communication with 40+ organizations across networks and organized interview results
- Composed blog posts on effectiveness of 7 educational networks based on interview and network funding data
- Conducted qualitative analysis using triangulation method on all interviews with 26 networks across the US
- Cleaned data on survey results collected from 26 educational networks and 592 organizations with R

Knight Lab Studio, Design team member   Evanston, IL; January 2020 – March 2020
- Delivered a GIF making and sharing app targeted towards journalists in a team of 5
- Interviewed 5 journalists in China and the U.S. and developed insights to create essential features for the app
- Designed App onboarding page and sample GIF examples with Adobe XD and Premiere for final pitching

Environmental Volunteering / Research   December 2016 – December 2020
- Analyzed the situation of mangroves and sea turtles in Costa Rica through *Latin American Sea Turtles (LAST)*
- Experimented the effect of organic material on plant germination rate and initiated no styrofoam program
- Designed enrichment activities for rescued animals in Bolivia through *Communidad Inti Wara Yassi*
- Engaged in food production from harvesting to sales and tropical agriculture on organic farms through WWOOF

AWARDS
- Dean's list (2/3 quarters) and Team departmental excellence award of Communication Studies
- Rube Goldberg Machine online division II third place
- Circumnavigator Grant Finalist: "Framing Global Conservation Locally"

SKILLS & INTERESTS
Language: Mandarin (fluent), English (fluent), French (proficient)
Computer: Proficient in Figma, Final Cut Pro, Premiere, Audacity; Basic HTML, CSS, JavaScript and Python
Foreign Exchange: Traveled to 16 countries, 36 states of the U.S. and 21 provinces of China and interpreted different cultures deeply living with 10 host families in 5 countries (France, Costa Rica, US, Canada, Mexico)