

# HONG (SHERRY) XUE

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## EDUCATION

**Northwestern University**, Evanston, IL

Expected: June 2023

Bachelor of Arts in **Communication Studies** | Minors: **Entrepreneurship, French, Data Science**

Certificates: **Integrated Marketing Communications, Segal Design Certificate**

## LEADERSHIP EXPERIENCE

**Exploreate (Volunteering Review Website)**, Founder

August 2020 – Present

- Led two 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 15 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 including Medill on the Hill student and newspaper journalist in China on insights to consider the essential features to include in 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 *Comunidad 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

## SKILLS & INTERESTS

**Language:** Mandarin (fluent), English (fluent), French (proficient)

**Foreign Exchange**

December 2015 – March 2019

- Traveled to 16 countries, 36 states of the U.S. and 21 provinces of China
- Interpreted different cultures deeply living with 10 host families in 5 countries