

Annika Lee

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EDUCATION

University of California, Berkeley | May 2025

B.A. in Data Science, Minor in Industrial Engineering and Operations Research

Berkeley, California

GPA: 3.56/4.00

RELEVANT EXPERIENCE

US Bank | Commercial Banking

Atlanta, Georgia

Product Management Intern

June 2023 – August 2023

- Developed a feature for the customer dashboard to recommend personalized rewards based on available credit card points by using gamification and digital personalization concepts to encourage product usage and increase spending
- Cross functionally worked with UX researchers and marketing teams and increased click rates by 15% by creating a segmented onboarding tour for 3.5 million online banking users to highlight money management features
- Encouraged accessibility and the discovery of new functionalities by producing 70+ user stories for the engineering team on Jira and Confluence by engaging with UI designers and stakeholders to expedite timelines by 2 Agile sprints

Kanjo Health | Children Mental Health App

London, England

Data Analytics and Business Strategy Intern

June 2022 – August 2022

- Expanded beta tester waitlist and participant pool by 12% by implementing strategic multilevel marketing and customer outreach with 50+ parent groups to diversify and enhance our data for better product insight
- Constructed user behavior insights for personalized performance reports for parents by assessing 100+ beta testers' data and developing data analysis functions with GitHub and Pandas to drive report accuracy and relevancy
- Increased campaign click rate by 50%+ by composing monthly parenting newsletters for 850 external stakeholders

Sotira | Ecommerce Business Financial Platform

Berkeley, California

UI/UX, User Research, and Marketing Intern

January 2022 – June 2022

- Performed user research by sourcing and interviewing 8 business owners to communicate feedback about the usability of features for the design and engineering teams, leading to the refinement of the cost analysis graph tools
- Prototyped the "Generate Top Product/Expense/Customer Report" page of financial overview screen by producing 6+ high fidelity mock-ups using Figma and trending design research on user behaviors with digital platforms

LEADERSHIP & INVOLVEMENT

Future Business Leaders of America - Phi Beta Lambda (PBL)

Berkeley, California

Project Manager | NASA

August 2023 – Present

- Create an enhanced user-centric and intuitive interface for their small satellite website by leading comprehensive research on UI/UX, website design, and marketing strategies tailored for content-heavy websites
- Direct 8 analysts in pinpointing navigability challenges in NASA's website to enhance engagement and accessibility
- Drafted 6 interactive, high fidelity Figma prototypes using the website to display potential strategies to engage Gen Z

Technical Strategy Consultant | Samsung

August 2022 – January 2023

- Investigated Gen Z and Millennials' shopping behaviors and pain points in relation to purchasing products and services to dive into and analyze the changing landscape of e-commerce and in-store shopping experiences
- Utilized exploratory data analysis and sentiment analysis to identify pain points from 1000+ nation-wide store reviews
- Optimized in-store layout and product positioning to increase store flow and product visibility by using A/B testing

Beta Alpha Psi

Berkeley, California

Strategy Consultant | LinkedIn

August 2022 – December 2022

- Researched international SaaS and B2B companies' commercial models to compare to LinkedIn's pricing and subscription tiers across different competitors and geographies to better understand their competitive marketplace
- Recommended 3 comprehensive strategies to increase Gen Z usage and engagement through encouraging the presence of influencers through expanded creator analytic tools and content-based monetization opportunities

PROJECTS

The World Exploration Game | Java

- Engineered a game generator by developing randomized and interactable 2D grid worlds with a keyboard input avatar and a dynamic heads-up display (HUD), using object-oriented programming and UI design principles
- Implemented a replay option to rewatch previous game plays and a saving/loading feature by writing and reading user inputs and game data from a stored text file to create a cohesive and continuous user experience

Cook's County Predictive Property Value Model | Pandas

- Conducted EDA on a dataset of over 500,000 records from Cook County's housing data, enhancing data quality by incorporating new features, developing a linear regression model, and using One Hot Encoding for improved insights