Caroline Yau

Internship | Beijing

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Education

University of California, Davis
Sep 2018 – Expected June 2022
Design B.A.
Quantitative Psychology B.S
Computer Science Minor
Major GPA 3.49
Relevant coursework:
Cognitive Psychology, Analysis of Psychological Data, Regression Analysis, Analysis of Variance, Interactive Media, UI/UX Design, Coding for Designers, Database Systems, Theory Computation

Skills

UX/UI Design, User Research
Prototyping, Product Design
Interactive & Responsive Design
Web Development, Data Analysis
Social Media Strategy, Branding
Graphic Design, Illustration

Programming

HTML, CSS, JavaScript, Processing
Python, C, C++, Assembly, Java
R Studio, MATLAB, Unix, Perl, Git

Tools

Figma, Sketch, Adobe XD
Photoshop, Illustrator
Notion, Miro, Shopify
Excel, PowerPoint, Word
Procreate, SAI
Watercolor, oil, pen, chalk

Language

English Chinese (Native Bilingual)

Awards

5th at Science Olympiad National Tournament out of 60 teams

Interests

Drawing, Painting, Basketball, Snowboarding, Scuba Diving, Makeup, Fashion, Organization

Experience

Team Coordinator and Developer   Jan 2021 – Present | **Davis, CA**
Lineage-based Data Store in Python

- Implemented an OLTP and OLAP database system combining real-time transactional and analytical processing using Python
- Led a team of developers, divided responsibilities, organized meetings and oversaw progress. Visualized program process using Adobe XD for better demonstration
- Increased read efficiency by implementing a range of read-only compressed base pages with columnar layout. Improved write performance by developing append-only tail pages that store the latest updates for each range of records to simplify low-level synchronization and recovery
- Speeds up query processing with explicit linkage among records. Enables multi-version concurrency control with backward pointers for fast access to the previous version of the record

Co-founder of ECO   Sep 2020 – Present | **Davis, CA**
iPhone App (in progress)

- Co-founded a shopping app that recommends alternative sustainable products to decrease planned obsolescence and waste.
- Conducted user research, analyzed user pain points and motivations, collaboratively constructed solutions with co-founders. Designed app prototype using Figma and generated iterations according to user testing and feedback.
- Built business model and consulted entrepreneurs, venture capitalists and angel investors for advice. Redesigned profit methods and improved business model.
- Earned two awards/sponsorship from Little Bang entrepreneurial Competition. Totaling $500 from the first round in Nov 2020. Second round starts Feb 2021.

Founder of HYPERSONA   Aug 2020 - Present | **Davis, CA**
Custom Sneaker eCommerce

- Designed products and services. Developed website interface on Shopify
- Analyzed competing products, defined differentiating factor of HYPERSONA
- Established branding, implemented marketing through social media ads and tools
- Tested and adjusted different ad-sets and target audiences according to the performance reflected by analytics

Web Developer and Interaction Designer   Mar 2020 - Present | **Davis, CA**
Game, Portal, Portfolio Site, Blog, Forms

- Developed various websites integrating interactive design with aesthetics, animations, transformations and transitions using HTML, CSS and JavaScript
- Implemented responsive media queries that adapt to different screens and resolutions
- Coded interactive games and motion graphics using Processing (Java)

Social Media Management, Weibo   Sep 2017 - Oct 2019 | **Beijing, China**
Product Manager, Graphic Designer, Social Media Manager

- Designed digital banners and physical LED billboard banners for celebrity marketing
- Managed Influencer Accounts. Generated substantial user flow and conversion rates. Maximum 5 million reposts and 10,000+ followers at peak.
- Directed Weibo Super Topic supervision team, formulated topic rules and supervision schedule
- Designed two musician books. Administered the recruitment of designers, calligraphers and artists. Facilitated cooperation between new members which resulted in productivity and efficiency. Spearheaded 38 different design groups.
- Developed marketing strategies for the books which gathered thousands of participants from 10 different countries. Reduced production cost by -156%

National Art Honor Society President   May 2016 - Jun 2018 | **Sacramento, CA**
Art club that sold custom designed paper wearables, Mira Loma Division

- Designed official club website with WordPress that provided online custom design requests. Previously order inquiry and transaction took place only at club room which was inefficient. Increased profit by 314%
- Developed innovative public exposure strategies at school events, from holding exhibitions on campus to operating art related pop-up shops. Collaborated with student government and other clubs. Held art workshops with 80 attendees on average. Increased club membership by 221%
- Promoted the club by writing blog posts and increasing social media presence across platforms. Increased Instagram followers by 508%