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# Yi Wu {“Alexa”}

## Education

**Denison University** · B.A, in Computer Science & Economics, German minor  
Major GPA: 3.3 · Dec 2016 · Scholarships for full-tuition

Courses: Data Structures · Introduction to Software Engineering · Econometrics I & II

## Skills

**Tools** SPSS · Stata · SQL · R · Bloomberg Terminal · MS Excel & Project · Sketch · Git  
**Development** C++ · Python · HTML · JavaScript · CSS · D3.js · SCSS · WordPress  
**Design** User Research · UI Wireframing · Data Visualization · Web Design · Typography  
**Languages** English · Mandarin Chinese · Cantonese · German

## Experience

**Cox Automotive** · Project Manager Intern · Summer 2015

Created a website launched across 20+ BUs including Autotrader and Kelley Blue Book

- Designed and built the website from scratch and articulated design thinking to 5 internal teams
- Developed product strategy by analyzing reports via Excel Macros and visualizing data via D3.js
- Launched the site and reached 50% of all Business Units and 4k+ unique viewers in a month

**MLV & Co** · Financial Analyst Intern · Summer 2014

Reported directly to Managing Director on investment banking projects

- Gathered data from Bloomberg Terminal and conducted analysis via Excel & Google Analytics
- Presented business recommendations from data insights to the Equity Research Team

**Denison University Communications** · Web Developer · 2015-Present

Responsibilities include SEO and testing on the university's web properties (*denison.edu*)

- Defined the outlook and retouched user experience of an upcoming campus app
- Tested and maintained scripts to resolve bugs and replace manual tasks on testing

**HandOff** · Product Analyst · 2015-Present

“Slack for healthcare” that is patient-centric and HIPAA-compliant (*handoffapp.co*)

- Defined product requirements and created a working prototype in 48 hours using Slack's API
- Won 1st Place & Crowd Favorite at Startup Weekend and 2nd place at Global Startup Battle

**HereNow** · Founder · 2014-2015

A hyper-local Android app that connects students with their acquaintances in real-time

- Initiated market research with use cases and analyzed customer needs to prioritize features
- Led team of 6 developers and pared down feature list by 50% for more rapid development

**Denison Connecting** · Social Media Lead · 2014-Present

A networking platform bringing together over 1200 Denison Alumni around the world

- Launched the program and redesigned the event format to achieve 90% increase in attendance
- Managed social media campaigns and reached 3k+ followers on LinkedIn within a year

**DCGA (Student Government)** · Senator & Exec Board · 2013 - 2015

- Served on the Finance Committee to review 40+ proposals and invest \$500,000 on a project
- Reviewed budget requests from 130+ student clubs and allocated over \$1.3 million every year

## Activities

**Denison Comp Sci Dept.** · Hackathon Lead · 2015 -Present

**National Day of Civic Hacking** · UI Designer · Summer 2015