

## CONTACT

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leaemerlyn.github.io/portfolio/

## SKILLS

Think-Aloud Protocols

Story Boarding

Affinity Diagrams

Personas

A/B Testing

Speed Dating

Journey Mapping

Adobe CC

Figma

Sketch

Python

HTML/CSS

Microsoft Office

Fluent English

Fluent Mandarin

Basic Spanish

## INTERESTS

Ballroom Dancing

Sketching

Vector Illustrations

Flute

Cooking

Community Service

# LEA EMERLYN

Researcher/Designer

## EDUCATION

**Carnegie Mellon University** (Tepper School of Business | School of Computer Science)

2018 - 2022 | Pittsburgh, PA

Human-Computer Interaction and Business Double Major, Media Design Minor

- Cumulative GPA: 3.95/4.0, Dean's List all semesters

## WORK EXPERIENCE

**Human-Computer Interaction Institute** *Research Assistant*

May 2020 - Current | Pittsburgh, PA

- Understand how gig worker's challenges during Covid-19 and how they cope with it
- Interview workers from various platforms (Uber, Instacart, Grubhub, TaskRabbit)
- Analyze data through grounded theory

**Carnegie Mellon University Academic Development** *Peer Tutor and Coordinating Tutor*

January 2019 - Current | Pittsburgh, PA

- Tutored CMU students Principles of Micro/Macroeconomics, Accounting, Regression Analysis, Calculus I & III
- Led walk-in tutoring sessions and set up weekly appointments with students (150+ hours)

**Rossum** *Sales and Market Research Intern*

June 2019 - August 2019 | Prague, Czech Republic

- Formulate email campaigns for 300+ backlogged leads to investigate why they lost contact
- Compare competitor's pricing strategies and social media platforms
- Implement social media plans, which increased followers by 27% on LinkedIn and 84% on Facebook

## PROJECTS

**Metro21 Public Art + IoT** *User Experience Researcher and User Interface Designer*

January 2020 - May 2020 | Pittsburgh, PA

- Conducted user research on how to improve user's experience with public art
- Interviewed both artist and viewers and uncovered difficulties in their communication
- Created wireframes for an app prototype of our solution

**CMU Emerging Leaders | Mental Health on Campus** *Project Leader*

January 2019 - May 2019 | Pittsburgh, PA

- Mental illness is very prevalent on-campus, but free resources are underutilized
- Destigmatize mental illness and raise awareness of on-campus resources
- Organized with administration in to have a glass box to show number of people who use campus's Counseling and Psychological Services

## LEADERSHIP

**CMU Ballroom Dance Club** *Events Coordinator, Public Relations Coordinator*

August 2018 - Current | Pittsburgh, PA

- Compete in 5 competitions per year in Standard, Smooth, Latin and Rhythm
- Coordinate 3-5 club events per semester and a social event with over 100 guests
- Manage club's Facebook and Instagram
- Create posters, edit videos and promote club events to both students and non-students

**CMU Habitat for Humanity** *Volunteer*

December 2019 - Current | Various

- Travel to various sites and construct affordable houses for those in need