

EDUCATION

Cornell Tech at Cornell University, NYC, USA

May 2019

MS in *Information System* with concentration on *Connective Media* & MS in *Applied Information Science*

New York University-Abu Dhabi, Abu Dhabi, UAE

May 2017

Magna Cum Laude in *Economics* with *Finance* specialization and minors in *Computer Science* and *Applied Mathematics*

Relevant Coursework: Algorithm, Data Structure, Software Engineering, Web Development with APIs

GPA: 3.96/4.00

Honors Degree with full Scholarship

WORK EXPERIENCE

NYU Abu Dhabi Design Lab, UI/HCI Research Assistant | Abu Dhabi, UAE

May 2017–July 2017

- Designed and implemented 12 interfaces to visualize uncertainty of random-generated data in D3 and Angularjs
- Conducted pilot user studies on campus and finalized Amazon's MTurk questionnaire for online UI user studies

Idealist, strategy and user interface consultant | New York, USA

Jan 2016–August 2016

- Developed 3-phase outreach strategy and implemented phase-1 strategy, contacted 44 partner nonprofit organizations and hosted a product presentation in front of 10 organizations from diverse disciplines
- Collected more than 40 empirical research and 10 focus group quantitative analysis, and documented literature research results on volunteer psychology and media social activism in a 42-page final deliverable
- Designed 13 user interfaces of the proprietary technology product with HTML, CSS and Javascript

PA Consulting, consulting intern | Dubai & Abu Dhabi, United Arab Emirates

Nov 2015–Dec 2015

- Managed a 6-week project to offer company-wide recommendations on innovating client-pitching strategy
- Interviewed 13 consultants, conducted technology field research and presented recommendations to the firm
- Commanded a project budget of 8,000 AED and liaised with an external design company to create prototypes
- Designed, tested and delivered 9 prototypes for a 3-phase presentation framework to Management with itemized cost-benefit analysis of created prototypes

LEADERSHIP & EXTRACURRICULAR ACTIVITIES

NYUAD Consulting Club, founder and president

Mar 2016–May 2017

- Founded and managed a team of 11 executive members, co-developed a semester casing workshop curriculum for 200+ club members, more than 25% of the student body, and oversaw club operation, internal/external communication and marketing
- Succeeded in reaching out, securing, and hosting biweekly guest speakers from 13 top global consulting firms
- Hosted weekly workshops on casing interviews, networking and resume editing for total 150+ students
- Created an alum-casing workshop program, in which 7 NYUAD alumni who work in consulting virtually teach members how to case on a rotational basis each week

Projects

Capstone Research in Business Analytics, independent researcher

June 2016–May 2017

The tweet sentiment forecast on firm-specific stock performance of consumer-facing and non-consumer-facing companies

- Reviewed, compiled and regrouped over 60 research papers on relevant topics
- Designed, tested and ran Python, Shell scripts to acquire real time data via Twitter API and Microsoft API
- Automated and remotely monitored the 24/7 data acquisition programs on a research computer for 90 days
- Statistically analyzed the correlation between sentiment index and firm-specific stock returns with R and Stata
- Presented a 30-minute research results in front of over 100 interested students and faculty members

SKILLS

- Software skills:** Proficient in Photoshop, Illustrator, Stata, and R
- Programming skills:** Proficient in Python, HTML, CSS, JavaScript, Java
- Personal Website:** <https://yuhuidai.github.io>