+(1) 609 907 3676 | yd229@cornell.edu

Cornell Tech, 2 West Loop Rd, New York, NY 10044

Yuhui Dai

EDUCATION

Cornell Tech, 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 user interfaces to visualize uncertainty in randomly generated data with Angularjs and d3
- Conducted pilot user studies on campus and compiled literature review on visualization techniques
- Finalized Amazon's MTurk user study questions and interfaces for online UI experiments

Idealist (Business Dev.), strategy and user interface consultant | New York, USA   Jan 2016—August 2016
Idealist is the biggest US nonprofit aggregator that provides jobs, internship and volunteer opportunities.
- 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, such as art, education, etc
- 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
PA Consulting is a 74-year-old British Consultancy that excels in technology and innovation.
- Managed a 6-week project to offer company-wide recommendations on innovating internal company presentation strategy
- Interviewed 13 consultants, conducted technology field research and presented recommendations to the firm
- Commanded a significant 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—present
- 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 such as Bain
- Hosted weekly workshops on casing interviews, professionalism, networking tips 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—now
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; drafted a 10-page research proposal
- Designed, tested and ran Python, Shell scripts to acquire real time data via Twitter API and sentiment data via IBM API
- Automated and remotely monitored the 24/7 data acquisition programs on a university-owned research computer for 90 days
- Conducted statistical analysis on the correlation between sentiment index and firm-specific stock returns with R and Stata
- Presented a 7-minute mid-year research results in front of over 100 interested students and faculty members

FitData (Fitness App), program designer   Sep 2015—Feb 2016
- Designed User Interface of a fitness communication platform that connects individual personal trainers with clients
- Won 1st Prize in Abu Dhabi AngelHack, a global hackthon. Invited by AngelHack to present the idea in Silicon Valley in front of 100+ investors on Global Demo Day
- Secured 1,000,000 (CNY) seed funding from one angel investor in China

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