

# ABBY HUANG

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## SKILLS

**Product/** Tableau, Excel, UX Research, Market Research, Writing, Business Dev

**Design/** Photoshop, InDesign, Illustrator, Frontend Prototyping, Wireframing

**Technical/** SQL, Proficiency in Java, R, Python, JS, HTML5/CSS

## EXPERIENCE

**Expedia Group, Product Manager, Intern. Bellevue, WA.**

*Jun 19' – Present*

- Developed feature ideas into detailed specs and documented business case for automation of unused data platform cleanup in Tableau, Microsoft BO, and Teradata to reduce man-hours by about 80%
- Defined, implemented and analyzed metrics to measure product success, led three A/B tests affecting 400 users, in order to communicate tradeoffs across three cross-functional teams to deliver proof-of-concept before shipping

**Starbucks, Product Manager, Intern. Seattle, WA.**

*Jun 18' – Aug 18'*

- Created a feature matrix for 25+ Global Starbucks Mobile Pay Apps to demonstrate pattern of falling CSAT through tracking user engagement
- Proposed a prioritized low-development-effort, high-customer-value Global MVP feature set based on findings, analyzing user feedback, and collecting stakeholder requirements
- Pitched a digital wallet feature localized in India, based on market analysis to better align w/ overall company strategy

**Foster School of Business, Research Assistant. Seattle, WA.**

*Mar 18' – Jun 19'*

- Designed/implemented a relational database for predicate device information by scraping over 20,000 FDA 510(k) medical device approval letter PDFs
- Reformatted data collection from manual Excel input to API-fitted Qualtrics survey to manage and reduced input error by at least 30%

## PROJECTS

**HarrietID (Self Sovereign Identity Resolver App), Co-Founder**

*Jul 19' – Present*

- Researched competition and market to present insights on unique product positioning opportunities
- Designed wireframes, created mockups, and outlined user experience using Illustrator and Marvel App

**Sharespace, Senior Capstone, Project Manager**

*Jan 19' – Jun 19'*

A web-based tool that helps community advocates connect DV survivors with temporary housing resources across orgs

- Led team of two engineers and one designer in weekly sprints to build MVP after pivoting twice to new requirements
- Successfully led partnerships and usability tests with local non-profits like YWCA, API Chaya, and Mary's Place
- Best Service Award, out of 6 total awards, across 60 Undergraduate and Master's teams in the Information School

**HuskyTech, Student Org Leader, Co-Founder**

*May 17' – Dec 18'*

Kickstarted largest active tech community on campus, growing it from 11 to 500+ members

- Taught + organized workshops with over 6 influential tech companies for students to learn technical problem-solving skills (300+ RSVPs at UW)
- Hired and managed marketing team members. Supervised a mentorship program for 50 students and 25 engineers

## EDUCATION

**Bachelor of Science, Informatics**

*Sept 15' – Dec 19'*

**Human-Computer Interaction | Minor in Entrepreneurship**

University of Washington, Seattle WA | Senior | Dean's List | 3.6 GPA

Java Programming 1 and 2, Data Structures + Algorithms, Web Development, Interactive Data Visualization, SQL Database Design + Development, Information Systems Design & Analysis, Human Centered Design + Engineering Principles, Enterprise Risk Management Statistics, IA Content Strategy, Research Methods, Global Economics, Financial + Managerial Accounting, Business Marketing. Lavin Entrepreneurship Program. The Daily UW Newspaper Contributor. Startup Hall – TechStars Accelerator volunteer. Girls Who Code @ Microsoft Alumna.