

ALLISON CHEN

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MCDONOUGH SCHOOL | 2019

UNIVERSITY OF PENNSYLVANIA | 2023

BSE, DIGITAL MEDIA DESIGN; MINORS IN FINE ARTS + ENGLISH

Relevant Coursework: Comp. Animation, Big Data Analytics, Interactive Comp. Graphics, 3D Comp. Modeling, Prog Languages + Tech, Math Foundations of CS, Automata, Computing + Complexity, Intro Marketing, Art, Design + Digital Culture

Experience

MUSE Marketing

Conferences / Philadelphia, PA / Aug 2020 – Now

- Planned Marketing, Advertising, Retail, and Consulting Conference with Wharton Retail
- Kept in close contact with Penn alum to schedule conference speakers
- Marketed event to secure an average turnout of ~50 members of the Penn community

Wharton Undergraduate Media & Entertainment

Marketing, Web Design, Conferences / Philadelphia, PA / Aug 2020 – Now

- Collaborated in designing + launching new website using CSS + HTML on Squarespace
- Planned biannual speaker summits + career treks Penn alumni speakers
- Designed graphics to advertise events using Photoshop and Illustrator

Tawkify, Inc.

UX, Front-End Engineering Intern / San Francisco, CA / May 2018 – Aug 2018

- Worked closely with eng team to build new customer interface using jQuery/JavaScript
- Designed and implemented webpages using jQuery for Optimizely A/B testing, most successfully resulting in webpage with 17.8 % increase in user conversion rate
- Learned engineering best practices through daily scrum meetings

Projects

Mini Maya C++ / OpenGL

Miniature version of Autodesk Maya featuring: edge, vertex, and joint movement selection, change face color, add midpoint, face triangulation, Catmull-Clark subdivision, face extrusion, OBJ mesh importing, skeleton/joint JSON importing, shader-based skin deformation

Mini Minecraft C++ / OpenGL

Miniature version of the popular first-person computer game, Minecraft featuring: player physics, game engine principles, procedurally generated terrain

2048 Java

Imitation of the popular 2048 Online game featuring: one/two player modes with randomized computer plays in one player mode

Skills

Technical: Java, C++, C, Python, OpenGL, Processing, OCaml, jQuery, LaTeX, Git, Excel

Design: Adobe Creative Suite, Maya/Arnold, Procreate

Languages: English, Mandarin, Taiwanese