ALLISON CHEN

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MCDONOGH SCHOOL | 2019

UNIVERSITY OF PENNSYLVANIA | 2023
BSE, CS + COMPUTER GRAPHICS; 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 Committee / 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 Committee / 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, HTML, CSS, OpenGL, Processing, OCaml, jQuery, LaTex, Git, Excel
Design: Adobe Creative Suite, Maya/Arnold, Procreate
Languages: English, Mandarin, Taiwanese