

Allison Chu

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SKILLS

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|--------------------------|-------------------------|------------------------|-----------------------|
| • Social Media Marketing | • HTML/CSS, JavaScript, | • Instagram, Facebook, | • Web Development |
| • Canva, Procreate | C++, Git, C#, Unity | TikTok, Discord | • Product Development |

EDUCATION

University of California - Riverside, California March 2023

Bachelor of Science in Neuroscience , Minor in Computer Science

EXPERIENCE

Scruffy Pup Co. - Yucaipa, CA August 2020 – Present

Business Owner

- Designed 10+ dog accessories in house, as well as human apparel and hair accessories.
- Marketed over 50+ products and product variations, provided customer service, and fulfilled hundreds of orders.
- Created and provided HTML maintenance for online website: www.scruffypupco.com
- Responded to comments, posts, and questions on all business social media platforms which includes a community of over 4K followers.
- Reached \$12k in sales over 460+ transactions through social media marketing.

PROJECTS

Period Pal | HTML/CSS, JavaScript, Unity, C# February 2022

- Created for AthenaHacks 2022, a 24hr hackathon hosted by the University of Southern California.
- Coordinated with two other team members to create a Web Game aimed to educate players on the menstrual cycle.
- Used HTML/CSS and JavaScript to create website hosting the Unity based web player.
- Updated game UI using C# to script Unity game objects.

Sign Master | HTML/CSS, JavaScript, TensorFlow.js February 2022 - Present

- Created for Don't Go Hacking My Heart 2022, a 48hr hackathon hosted by the Major League Hacking.
- Led a team of four to create a Sign Language game, aimed to teach players static sign language gestures and their corresponding words.
- Used HTML/CSS and JavaScript to create web pages aimed to host the game.
- Integrated Object Detection model used with TensorFlow.js with the goal of training the model to detect certain sign language gestures.

ORGANIZATION

Society of Women Engineers – Riverside, CA

Public Relations Chair

June 2021 – Present

- Created graphics for all SWE events at UCR including large events: Evening with Industry, Research Networking Night, Bourns Science and Engineering Day whose attendees range from 50-1000 people.
- Coordinated with SWE's Marketing Committee to create quarterly color schemes and marketing strategies with a goal of increasing members.
- Used Procreate and Canva extensively to edit and provide visual enrichment to graphics.
- Lead marketing committee in engaging with hundreds of SWE members via Instagram, Discord, Facebook, etc.
- Contributed to an increase of 15% Instagram following within the first month of the school quarter.

Vice President

June 2020 – June 2021

- Supported undergraduate women pursuing degrees in engineering and inspire young women to reach their potential.
- Assisted the President with the academic school year and setting an itinerary of the club's events.
- Met with the board of 23 individual officers to discuss their plans and goals under their position.
- Communicated with professionals, professors, faculty, graduate, and undergraduate students about the upcoming opportunities and events the club will host.

Webmaster

June 2019 – June 2020

- Managed HTML source code of the UCR SWE website.
- Updated events and current SWE news.
- Created a user-friendly interface for users to navigate the UCR SWE website.