

Amy Huang

🎓 Education

Information Science Major, Concentration in UX Design, and Business Minor at Cornell University, Ithaca, NY

Aug 2017 - currently attending

Bachelor's Expected May 2021; GPA 3.95

Dean's List in the College of Arts and Sciences Fall '17 to Spring '19

💼 Employment History

Digital Marketing Intern at Cornell University Press, Ithaca, NY

Sep 2019 - currently employed

- Create email campaigns on Mailchimp to market books to various academic audiences.
- Generate hundreds of clicks per email to the Cornell Press website through email campaigns.
- Complete data entry for book catalogues.

Product Design Intern at Belle Applications, Remote

Jan 2019 - currently employed

- Conducted competitive analysis and UX research for PMBookClub.com.
- Created wireframes and high-fidelity mockups.
- Developed website branding and visual designs.
- Designed and created website front-end using HTML, CSS, and Javascript.

Marketing & Business Development Intern at takk Startup, Ithaca, NY

Jul 2019 - Aug 2019

- Performed customer discovery research by reaching out to campus organizations through email, phone, and in-person interviews.
- Developed and conducted UX research testing to understand user needs.
- Created branding including logos, color schemes, PowerPoints, and various marketing materials.

Research Assistant at Cornell Social Media Lab, Ithaca, NY

Sep 2018 - Dec 2018

- Coded user messages from the TalkLife app for machine learning to analyze mental health-related peer support online.
- Conducted literature review.
- Worked on data visualization through R programming.

🏢 Organizations

Social and Interchapter Chair at Delta Kappa Alpha Cinematic Society

Jan 2019 - currently involved

- In charge of planning, organizing, and budgeting for small and large social events.
- Lead a successful "Escape Room" event with over 150 attendees and raised over \$600 in revenue.
- Oversee the setup, operation, and clean-up for events.
- Communicate with other DKA chapters to plan combined events.

Social and Interchapter Chair at Delta Kappa Alpha Cinematic Society

Jan 2019 - currently involved

- Help organize the largest hackathon at Cornell University with over 300 attendees.
- Lead the design sub-team to develop event and organization branding and visual design.
- Design event and organization website and promotional materials.

Personal Information

Address

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Email

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Website

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Skills

UX Research & Design

Product Strategy

Branding & Visual Design

Web Design

Graphic Design

Data Analysis

Digital Marketing

Event Planning

HTML, CSS, & Javascript

Python, SQL, R

Microsoft Excel, PowerPoint, Word

Relevant Classes

Data Science

Digital Product Design

Designing and Programming for Web

Financial Accounting

Human-Computer Interaction Design

Marketing Principles

Statistics Research and Design

Teams and Technology