

Amy Huang

🎓 Education

Cornell University, Ithaca, NY

Expected May 2021

Bachelor's of Arts in Information Science, Concentration in UX Design

Minor in Business

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 – present

- 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 – present

- 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 – present

- 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.

Design Lead at Big Red Hacks

Jan 2019 – present

- 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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Ithaca, NY 14850

Phone Number

(248) 574-2137

Email

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Website

<http://amyhuang.me>

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