AMY HUANG

EDUCATION

Cornell University, Ithaca, NY
Expected May 2021; GPA 3.95
Bachelor of Arts in Information Science, Concentration in UX Design
    Minor in Business
Dean's List in the College of Arts and Sciences, Fall '17 to Spring '19

EXPERIENCES

Digital Marketing Intern at Cornell University Press
September 2019 – present
- Create email campaigns on Mailchimp to market academic books to various audiences on our email lists.
- Design appealing banners and draft engaging headlines and blurbs.
- Reach an average of 200-300 readers per email.

Product Design Intern for PMBookClub.com at Belle Applications
January – October 2019
- Designed a book review website for technical Product Managers run by Product Managers from Google, Microsoft, and Facebook.
- Built the information architecture, wireframes, as well as mid- and high-fidelity mockups using Sketch.
- Created a professional and minimalistic user interface, including an organized book review format and a consistent book rating system.
- Developed the website branding, including a distinctive logo.
- Completed the frontend development using HTML, CSS, and Javascript.

Marketing & Business Development Intern at takk (startup)
January – August 2019
- Performed customer discovery research by reaching out to over 100 campus organizations through cold emails, phone calls, and in-person interviews to understand their fundraising goals and needs.
- Developed protocols for and conducted User Interviews and Usability Testing sessions to understand users' past experiences with fundraising platforms and to diagnose poor designs in our current platform.
- Analyzed and summarized UX research sessions with the team and proposed design requirements for future iterations.
- Created branding including logos, color schemes, PowerPoint templates, and various marketing materials.

ORGANIZATIONS

Social and Inter-Chapter Chair at Delta Kappa Alpha Cinematic Society
August 2019 – present; Member since January 2019
- Lead the planning, organizing, and budgeting for organizational social events.
- Orchestrated a successful Halloween "Escape Room" event, which involved coordinating with other members to plan and implement the puzzles, logistics, and operations; assign roles, responsibilities, and shifts; decide on ticket prices from revenue and expense predictions; supervised the entire event and professionally dealt with unpredicted delays and problems.
- Coordinate with other chapters to plan events and networking opportunities.

Design Lead at Big Red Hacks
August 2019 – present; Member since November 2018
- Help organize the biggest Cornell University hackathon with over 300 attendees.
- Lead the design sub-team to develop event and organization branding and visual designs for promotional materials.
- Designed the fall 2019 hackathon event website with the theme "Community Superheroes" that garnered at least 600+ viewers.

CONTACT INFORMATION

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PORTFOLIO

http://amyhuang.me

SKILLS

UX Research
    Framing Questions
    Interviews
    Personas, Scenarios, Storyboards
    Card Sorting
    Usability Testing
    Gathering & Analyzing Data
    Creating Insights
UX Design
    Requirement Development
    Information Architecture
    Wireframing
    User Interface Design
    Prototyping (Paper & Developed)
        Sketch, Balsamiq
        Origami, Figma
Branding & Visual Design
Web Design & Programming
    HTML, CSS, & Javascript/jQuery
    PHP & SQL
Graphic Design
    Adobe Photoshop & Illustrator
Data Analysis & Visualization
    Python, SQL, & R
Digital Marketing
Event Planning (Large & Small)
Microsoft Excel, PowerPoint, & Word

LANGUAGES

English (Native)
Chinese (Native)
Japanese (Intermediate)
German (Beginner)

RELEVANT CLASSES

Design for Social Impact
Designing and Programming for Web
Financial Accounting
Human-Computer Interaction Design
Intro to Data Science
Intro to Digital Product Design
Marketing Principles
Statistics Research and Design
Teams and Technology