

# 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, including designing email banners and drafting headlines.
- Generate an average of 200 opens and a rate of 20–30% opens per email.
- Complete data entry for book catalogues.

**Product Design Intern at Belle Applications, Remote**

Jan 2019 – present

- Conducted competitive analysis for PMBookClub.com to understand existing products and market opportunities.
- Created website wireframes and high-fidelity mockups on Sketch.
- 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 over 100 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 message data from the TalkLife app for machine learning to analyze mental health-related peer support online.
- Conducted literature review on academic research papers.
- Performed 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.
- Supervise the setup, operation, and clean-up for various events.
- Coordinate with other DKA chapters to plan events and networking opportunities.

**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**

114 Summit Ave #102

Ithaca, NY 14850

**Phone Number**

(248) 574-2137

**Email**

yh574@cornell.edu

**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