

# Emily Chen

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## EDUCATION

### Barnard College

B.A Computer Science GPA: 4.00

Relevant Courses: Data Structures in Java, Intro to Programming, Web Development for Beginners.

New York, NY

2021- 2025

## WORK EXPERIENCE

### WINii | FinTech Startup

#### Product Management Intern

New York, NY

Jun - Aug 2022

- Conducted weekly user interviews to collect data on user needs, **increasing data bank by 100%**.
- Organized social media plan to reach target audience and **grow waitlist to 5k** by 2023
- Researched and analyzed **5 competing brands**, and Instagram, TikTok, YouTube algorithms.
- Created + presented user personas to the marketing team by working with PMs at Meta.

### Code with Klossy | Mobile Development Camp

#### Product Manager + Back-End Developer

New York, NY

July 2022

- Implemented **Swift, XCode, Git, User Research**, and **Apple's App Design Cycle** to collaborate with a group of 3 to develop an iOS app, [EcoLiving](#): a truth or dare game, in 2 weeks.
  - Made app **dynamic** by programming streak tracking function, notifications, date function, and random card generator that chooses from 32 cards.
- Negotiated timeline + made trade-off decisions resulting in product to have **50% more** card options.
- Collaborated with pod members in Culture of Tech discussions to gain a better understanding of the tech industry.

### Spadét | Skincare Company

#### Product Design Intern

New York, NY

July - Aug 2021

- Redesigned logo + packaging for **15 products** + wireframed website to maximize user experience and customer retention.
- Facilitated **3 visual workshops** for and painted mural using color psychology for grand opening.
- Composed compelling pitch for small business Spectrum Reach grant commercial.

## LEADERSHIP & ACTIVITIES

### [REWIND](#) | Digital Zine

#### Founder + Front-End Developer

New York, NY

Jun 2022 - present

- Sharing forgotten stories of women in STEM to inspire young women by compiling research and writing **monthly** biographical articles.
- Created a responsive 5 page site for content and direct email system using **Figma, HTML/CSS**.

### Athena Digital Design Agency

#### Front-End Developer

New York, NY

Jan 2022 - present

- Wireframed + designed business website for client on Wix, gathered + presented UX feedback weekly.
- Designing and implementing Figma prototypes to develop biannual websites using HTML and CSS.
- Consulted on design and debugging for 3 peer projects in **HTML/CSS**, and Squarespace.

### Columbia Daily Spectator

#### Staff Writer for Arts and Entertainment

New York, NY

Oct 2021 - present

- Conducting interviews and producing monthly [articles](#) centered on digital media and pop culture.

## PROJECTS

### [Portfolio](#)

- Developed website to share personal projects and interest using Figma, HTML/CSS

### [BookTrivia](#) | [Discord Bot](#)

- Programmed bot using Java and Javacord API using questions from an online database.

### [SweetSuite](#) (in progress)

- Java system that allows roommates to track and split common costs, tracking who one owes money to, for what item, and how much. Currently learning SQL to save the user's data.

## TECHNICAL SKILLS

**Programming/Tech:** Java, HTML, CSS, Bootstrap, basic Xcode + Swift, Git

**Design:** Figma, Canva, Wix, Squarespace, Procreate

**Interests:** Web Development, Sustainable Tech, Productivity and Education, Design