

# ASHLEY YIU

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## Education



Washington, D.C.

Bachelor of Science: **Computer Science**

Minor: **Business Administration**

Major GPA: **3.73**

Expected Graduation: **May 2018**

Relevant Coursework: **Advanced Programming (Hadoop, Android, GUI), Algorithms, Data Mining, Programming Languages, Mathematics Statistics**

Study Abroad: **Freie University | Spring 2017 | Berlin, Germany**

High School: **Deerfield Academy | Deerfield, MA**

## Leadership Experience

### DIRECTOR OF TECHNOLOGY

**The Hoya | Washington, D.C. | Sept 2014-May 2016**

- Maintained the school newspaper's server, website and in-office hardware. Decreased website load time significantly by cleaning up back-end database.
- Created and developed The Hoya's 95th anniversary marketing website to raise awareness and drive sales of 200+ gala tickets.
- Launched the alumni WordPress website to help past staff members remain connected, donate to the organization, and advise current staff.
- Worked closely with the team to assign and oversee projects, including an email subscription scheme that increased online subscribers by over 500.

## Personal/Interests

Hometown: **Hong Kong**

Interests: **Running (latest race: C&O Canal Marathon), World Travel, Outdoor Activities, Photography & Videography**

Clubs: **Club Hong Kong, Club Singapore, Club Triathlon, EcoAction, Asian American Student Alliance**

## Languages

Coding Languages: **Java, Swift, React Native, JavaScript, C++, Python, HTML, CSS**

Languages: **Mandarin, Cantonese, German (Conversational)**

## Work Experience

### SOFTWARE ENGINEER INTERN

**Appian Corporation | Reston, VA | May-August 2017**

- Designed, developed and tested new mobile application components in React Native using agile development practices.
- Performed code reviews to provide feedback for full time employees.
- Utilized pair programming approach to ensure high quality code.

### SOFTWARE PROGRAMMING INTERN

**Fox International Channels | Singapore | June-July 2015**

- Developed a Java program that automatically mass edited and produced hundreds of preview images for sports leagues necessary to promote games.
- Managed front-end website and back-end database to routinely update media content and information as needed.
- Researched, created and executed a test plan for the new Fox Sports mobile application.

### WEBSITE DEVELOPER, DATA ANALYTICS & MARKETING INTERN

**Alchemista | www.alchemista.com | Boston, MA | May 2016-Present**

- Transformed previously archaic website into a dynamic and interactive platform to effectively drive brand awareness. Increased page view traffic by 27%.
- Utilized analytical results to improve email campaign strategy. Attracted multiple new clients by designing and custom coding engaging weekly email campaigns for special promotional events.

## Programming Projects

### APPIAN INTERN COMPETITION: LGTM | Aug 2017

Implemented a new front-end mobile and web component to analyze sentiments and extract topic models for customer reviews using open source software

### SIXHACKATHON (ZURICH): SHOP SQUAD | Mar 2017

Produced an Android app, integrating Facebook and Microsoft APIs, to help increase customer loyalty and brand awareness. Designed app to fetch real-time information from heroku database.

### HOYA HACKS: TWITTER WEB SCRAPING | Nov 2016

Developed a web app that reports live geolocation-based news and sentiments using Google Maps and Twitter APIs. Competed in social innovation category at Georgetown's annual hackathon.

### DATA MINING: BNP INSURANCE CLAIMS | May 2015

Created a machine learning system to analyze BNP's open-source insurance data. Results were submitted for a Kaggle competition.