

Catherine Hu

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EDUCATION

University of California, Los Angeles | GPA: 3.85/4.0

September 2020 – June 2024

- B.S. in Cognitive Science; minors in Data Science, Environmental Systems, and Geospatial Information Systems
- Coursework: Data Structures, Algorithms, Artificial Intelligence, Machine Learning, Operating Systems, Logic
- Beckman Foundation Legacy Award, Alumni Scholar, Learning Engineering Fellow, Sustainable LA Research Fellow

EXPERIENCE

Technical Program Manager Intern | Tesla

September 2023 – December 2023

- Designed and implemented cross-functional workflow for battery firmware, simulation, design, and cell engineering teams to plan and execute 10+ battery pack development initiatives to drive projected savings of \$xx million/year

Associate Product Manager Intern | Salesforce

June 2023 – September 2023

- Established roadmap for new platform features to ensure a cohesive marketing experience for 30% of all customers
- Collaborated with engineering, UX, sales, and GTM teams to ensure handoff and execution of roadmap into 2025
- Identified critical pain points in existing experiences by conducting 20+ customer interviews and analyzing data
- Presented key insights to executives, including prioritization matrix of product needs against cross-team timelines

Student Researcher | UCLA Anderson School of Management

September 2021 – December 2022

- Conducted in-depth literature review, designed experiments, and launched Qualtrics surveys to 4,000+ people to identify areas of labor exploitation and construct the artificial intelligence supply chain on crowdworking platforms
- Cleaned and synthesized data into significant findings and co-authored manuscript, which is currently in review

Product Management Intern | Lucid Software

June 2022 – September 2022

- Shipped new template features to personalize the in-editor experiences of 2 million active users with scrum team
- Developed a discovery research project to identify gaps and new engagement proposals for Lucid's core products
- Conducted 10+ user feedback interviews, launched 5+ A/B tests, and analyzed successes with SQL and Snowflake

Product Management Intern | Rising Academy Network

September 2021 – November 2021

- Launched pilot program to 30 users, designed weekly user testing procedures, and analyzed data with Python scripts to develop user retention strategies of an AI-powered EdTech chatbot backed by Schmidt Futures and MIT

LEADERSHIP

Director + Product Manager | Nova for Good

April 2021 – present

- Led multiple student teams in product ideation, design, and development through an emphasis on social good
- Developed dashboard for the UCLA Blood and Platelet Center tracking campus blood drives; coordinated user research, community development, and marketing strategies for mentorship app with Chicago-based innovation lab

Executive Director | LA Hacks

September 2020 – June 2023

- Led team of 40 people across 6 sub-teams to host LA Hacks 2023 (Southern California's largest hackathon) in April 2023, with 1,000+ student attendees, 200+ submitted projects, 40+ judges, \$30,000 in prizes, and 15+ sponsors

PROJECTS

Symbia

- Recycling iOS app built to incentivize better waste management habits through education and a rewards system
- Prototyped using Adobe XD, ranking in the top 10 of ~300 projects at the Adobe x Target Creative Jam

Covalent

- Icebreaker web app designed to help remote teams build more meaningful bonds through interactive games
- Created Figma prototypes, developed brand identity, and implemented frontend designs using React and Next.js
- Coordinated launch and marketing campaigns, and featured on Product Hunt with approximately 400 upvotes

SKILLS

- Programming: C/C++, Python, HTML/CSS, JavaScript (Node, React), SQL, Bash, Swift, Git, Visual Studio, XCode
- Other: Figma/Adobe XD, Trello, Jira, Qualtrics, Snowflake, Agile Development, Mandarin Chinese, Spanish