

## CATHERINE HU

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### EDUCATION

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*University of California, Los Angeles / Sept. 2020 – June. 2024*

**GPA:** 3.93/4.0

- B.S. in Computer Science, minor in Geography/Environmental Studies; Alumni Scholar
- Relevant coursework: Data Structures & Algorithms, Linear Algebra, Differential Equations

### EXPERIENCE

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*Sponsorships (incoming director) / LA Hacks / Oct. 2020 – present*

- Draft and send cold emails to companies seeking partnerships and test and develop new outreach strategies
- Serve as point of contact to major sponsors, negotiate partnerships, and facilitate coordination with other teams

*Data Journalist / The Daily Bruin / Oct. 2020 – present*

- Analyze data to craft and design visualizations, conduct interviews with students and faculty for The Stack
- Received training during internship period on using Python, Jekyll, and HTML/CSS/JavaScript libraries

*Content Writer Intern / City Flavor / July 2020 – Oct. 2020*

- Spearheaded “Stories” feature on the new City Flavor blog by interviewing food truck owners and partners for weekly vendor profiles and generating 10,000+ impressions on the site and social media
- Wrote copy for the new website’s content using Contentful CMS to increase engagement and traffic

### LEADERSHIP POSITIONS

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*Project Manager / Innovate@UCLA / March 2021 – present*

- Develop a cleantech web app for composting in Los Angeles with the Google Ventures Design Thinking framework and assess target user personas and features with cross-functional team of 8
- Identify and track epics, stories, and sprints on Jira and develop MVP using Agile methodologies

*Editor / The Howler / Jan. 2018 – June 2020*

- Edited for school newspaper (top paper by the Southern California Journalism Education Association)
- Developed newspaper layouts on InDesign, communicated with a team of over 40, including writers, photographers, designers, editors, and advisors with detail-oriented approach to editing with AP Style

### PROJECTS

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*Covalent / June 2020 – present*

- Icebreaker web app dedicated to team building for remote teams
- Work with React and Next.js on frontend, manage social media, communicate with beta testers
- Conduct market research and product validation, and work with developers to set up and organize user interviews

*GhostRacer / February 2021*

- Game in C++ where the main player must avoid obstacles and collect items while driving
- Explored concepts of inheritance and object-oriented programming to manage different character behaviors
- Strengthened understanding of incremental coding and decomposition to solve problems more manageably

*DesignERTH / Sept. 2020*

- Created a high fidelity prototype of DesignERTH, a tablet app for introducing design fundamentals to high school students, with 2 teammates in a week for the Adobe Amazon Creative Jam using Adobe XD
- Placed in top 30 out of over 400 submitted projects and received mentorship from Amazon UI/UX designer

### SKILLS & INTERESTS

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- Programming languages: C++, HTML, CSS, JavaScript, Java, Python
- Other languages: fluent in Mandarin Chinese; proficient in Spanish
- Tools: GitHub, Figma, Adobe Creative Cloud (XD, InDesign), Canva, Google Suite, Microsoft Office, QGIS
- Interests: national parks, hiking, creative writing, memoirs, cooking