CATHERINE HU

catherinehuihu@gmail.com | linkedin.com/in/catherinehhu | github.com/catherinehhu | catherinehhu.com

EDUCATION

University of California, Los Angeles | **GPA:** 3.93/4.0   *September 2020 – June 2024*
- Bachelor of Science (B.S.) in Computer Science with a minor in Environmental Systems and Society
- Coursework: (completed) Data Structures and Algorithms, Computer Organization and Architecture, Algorithms and Complexity, Software Construction, Symbolic Logic; (in progress) Operating Systems, Artificial Intelligence
- Beckman Legacy Awardee, Alumni Scholar, Learning Engineering Fellow, Sustainable LA Grand Challenge Fellow

EXPERIENCE

Student Researcher | *UCLA Anderson School of Management*   *September 2021 – present*
- Conducting literature review and experiments with Drs. Charles Corbett and Auyon Siddiq to identify labor exploitation and map the human and data supply chain on crowdwork platforms (ie. Amazon Mechanical Turk)

Product Manager Intern | *Rising Academy Network*   *September 2021 – November 2021*
- Directed QA, launched pilot programs, streamlined user testing processes, and analyzed user data using **Python** scripts to develop user retention strategies of an AI-powered **EdTech chatbot** backed by Schmidt Futures and MIT

Product Marketing Intern | *Hoamsy*   *June 2021 – August 2021*
- Hoamsy is a web platform that aims to make the apartment rental process easier, safer, and more secure
- Interviewed user base to develop targeted content ideas, generating a 47% increase in engagement on social media
- Crafted cohesive product stories on Google Ads and HubSpot for press queries and investor communications

Sustainability Analyst | *Voiz*   *January 2021 – March 2021*
- Voiz is a social venture that empowers younger generations to push for a shift towards a sustainable economy
- Researched sustainable goals of SaaS products through examining certifications, greenwashing, product life cycles, etc. with weekly deliverables on companies and participated in sustainability workshops with industry leaders

LEADERSHIP POSITIONS

Director + Product Manager | *Nova for Good*   *April 2021 – present*
- Leading product development discussions, as well as UX writing procedures, marketing campaigns, user testing practices, and expansion strategies for building and launching technical solutions for Nova's nonprofit partners
- Created quarterly recruitment processes and promotional campaigns, reaching over 500 UCLA students

Project Manager | *Innovate@UCLA*   *March 2021 – June 2021*
- Used the Google Ventures Design Thinking framework to develop a cleantech web app prototype for composting in Los Angeles and assessed target user personas and features with cross-functional team of 8
- Identified and tracked epics, stories, and sprints on Jira and developed MVP using Agile methodologies

PROJECTS

Symbia   *August 2021*
- Prototyped iOS app with recycling incentives and ranked in the **top 10/~300** at the Adobe x Target Creative Jam

Covalent   *November 2020 – June 2021*
- **Icebreaker** web app designed to help remote teams build more meaningful bonds through interactive games
- Created **Figma** prototype, worked on frontend with **React** and **Next.js**, and managed digital marketing efforts
- Coordinated launch outreach and featured on **Product Hunt** in January 2021 with approx. 400 upvotes

GhostRacer   *February 2021*
- Video game in **C++** where the main player must avoid obstacles and collect items and rewards while driving
- Explored inheritance, object-oriented programming, and data structures to manage character behavior and creation

SKILLS + INTERESTS

- Programming languages: C/C++, HTML, CSS, Python, JavaScript (Node, React), Java, MATLAB, SQL, Bash, Swift
- Other languages: fluent in Mandarin Chinese and proficient in Spanish
- Tools: Git, Figma, Adobe Creative Cloud (XD/InDesign), Trello, Jira, Microsoft Office, QGIS
- Interests: astrophotography, recipe development, hiking, creative writing, memoirs, piano, ornithology