

CATHERINE HU

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EDUCATION

University of California, Los Angeles | *September 2020 – June 2024*

GPA: 3.93/4.0

- B.S. in Computer Science with a minor in Geography/Environmental Studies
- Coursework: Data Structures + Algorithms, Computer Organization, Linear Algebra, Differential Equations

EXPERIENCE

Data Journalist + Writer | *Daily Bruin* | *January 2021 – present*

- Utilize **Python**, **JavaScript** libraries, and APIs to clean datasets, create visualizations, and analyze key insights
- Perform research, conduct interviews, and write articles for The Stack and News (on the science and health beat)

Product Marketing Intern | *Hoamsy* | *June 2021 – August 2021*

- Developed campaigns on key social media platforms with original content designed to target each follower base, generating approx. 5,000 impressions/week (47% increase) on Instagram and 1,000 on LinkedIn (52% increase)
- Crafted cohesive product stories on Google Ads and HubSpot for press queries and investor communications

Sustainability Analyst | *Voiz* | *January 2021 – March 2021*

- Researched sustainability in business (ie. product life cycle analysis, UN SDGs, labor equity, greenwashing, trade certifications, etc.) through weekly workshops with industry leaders, with focus on SaaS products

Content Writer Intern | *City Flavor* | *July 2020 – October 2020*

- Launched “Stories” blog on the company site with vendor profiles of food truck partners, generated 10,000+ impressions across social media platforms, and used the **Contentful CMS** to edit and update website copy

PROJECTS

Pothos | *August 2021 – present*

- Financial and sustainability planner Chrome extension, currently in the prototype and development phase
- Use **React** and **HTML/CSS** for landing page and **JavaScript** and **Firebase** for MVP version of the extension (functionalities include user account creation, data storage, and interaction on shopping websites)

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 and object-oriented programming to manage character behaviors, and decomposition

LEADERSHIP POSITIONS

Product + Marketing Manager | *Nova, Tech for Good* | *April 2021 – present*

- Collaborate with the Center for RISC @ UChicago to create a web platform that democratizes peer mentorship
- Lead UX writing, product, and marketing initiatives and test various outreach and expansion strategies

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

SKILLS + INTERESTS

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