

CATHERINE HU

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EDUCATION

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

GPA: 3.93/4.0

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

EXPERIENCE

Product / Nova, Tech for Good / March 2021 – present

- Collaborate with the Center for RISC @ UChicago to create a streamlined peer mentorship platform
- Focus on conducting user research and outreach, content writing, branding, and developing marketing campaigns

Sustainability Analyst / Voiz / Jan. 2021 – March 2021

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

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

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

PROJECTS

Covalent / June 2020 – June 2021

- Icebreaker web app for remote teams, prototyped on Figma, front end created with React and Next.js
- Manage social media marketing with content calendars and communicate with beta testers via email outreach
- Conduct market research and product validation, and work with developers to set up and organize user interviews

GhostRacer / Feb. 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, using Adobe XD during the Amazon Adobe Creative Jam
- Placed in top 30 out of 400+ participating teams and received mentorship from Amazon UI/UX designer

LEADERSHIP POSITIONS

Project Manager / Innovate@UCLA / March 2021 – June 2021

- Use the Google Ventures Design Thinking framework to develop a cleantech web app prototype for composting in Los Angeles 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 (named top paper by the Southern California Journalism Education Association)
- Developed newspaper layouts on Adobe InDesign, and communicated with a team of 40+, including writers, photographers, designers, editors, and advisors with detail-oriented approach to editing with AP Style

SKILLS & INTERESTS

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