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CHEECHEE LIN

University of California, Los Angeles 2017 | Communications with Computing | Dean's List
London School of Economics 2014 | Study Abroad | Marketing and Management | GPA 4.0

EXPERIENCE

Optimization Consultant Intern
Adobe
Jun 2016 - Sep 2016

Worked closely with Adobe Target team to strategize and implement A/B tests and multivariate tests on Fortune 500 client sites through a data driven approach. Developed wireframes, conceptualized web experience redesigns and banner messaging for clients using Adobe Xd and Photoshop.

Product Management Intern
Belkin Inc.
Jun 2015 - Sep 2015

Delivered 6 keyboard products through working closely with engineering and design teams. Defined product requirements, analyzed competitive landscape, and created official sales presentation for keyboards released globally.

Content Creator & Writer
UCLA Anderson MarComm
Sep 2014 - Present

Created content and developed stories for blogs.anderson.ucla.edu, the official blog for the business school with a readership of 500+ views per day. Interviewed and profiled students, faculty, and alumni, covered events and pitched stories to UCLA Anderson.

Campus Editor
LinkedIn
Nov 2015 - Present

Selected as part of LinkedIn's inaugural class to create, curate and discover #StudentVoices on LinkedIn's Pulse Platform. Held workshops for student groups, edited drafts and pitched ideas to fellow students.

Campus Representative
Apple
Jan 2015 - Jun 2015

Advised, educated, informed and resolved issues for students, alumni, and faculty on Apple products through field marketing in office hours and workshops. Received positive feedback from customers and increased sales substantially for the UCLA computer store.

PROJECTS

User Experience Research
UCLA Internet Research Incubator
Sep 2016 - Present

Selected as one of twelve UCLA students as part of the inaugural class to pursue interdisciplinary, revolutionary research on the Internet. Specific research project focused on user experience in the mobile ecommerce space.

Pizza Hut UX and Strategy
Bruin AdTeam
Sep 2014 - Aug 2015

Conducted strategic and user experience research on Pizza Hut site to increase website purchase conversion rate. Used common UX methodologies such as usability interviews, surveys, focus groups, A/B Testing, and card testing. Won first place in Southern California regionals.

LEADERSHIP

Marketing Director
UCLA ACM
Jun 2016 - Present

Serve as the marketing director for the largest community of computer science students in the Los Angeles area. Expand outreach efforts through 2016 rebranding, weekly newsletters, hackathons, and workshops.

Residential Assistant
UCLA ResLife
Aug 2015 - Jun 2016

Developed community conducive for academic success and personal growth for 62 first year and second year residents. Hosted events for entire Canyon Point residential community (500 students), responsible for safety and gained trust of residents.

PROFESSIONAL SKILLS

TECHNICAL SKILLS
DESIGN SOFTWARE
AUDIO TECHNOLOGY
LANGUAGES

HTML/CSS/JS, PHP, C++, Python, Google Analytics, Adobe Marketing Cloud
Sketch, InVision, Adobe Creative Suite (Xd, Photoshop, Lightroom, Illustrator, InDesign)
Logic ProX, Sibelius
Native in Mandarin Chinese (fluent read-write-speak)