

CLAIRE LEE

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EDUCATION

CARNEGIE MELLON UNIVERSITY

PITTSBURGH, PA | 2018 – 2022

- B. S. in Business Administration and Human-Computer Interaction
- Cumulative GPA: 3.83/4.0
- Dean's List Award: Spring 2019, Fall 2019

EXPERIENCE

06. 2020 | **MARY KAY INC.** | DALLAS, TX

08. 2020 | **Asia-Pacific Regional Marketing Intern**

- Conducted research using Euromonitor and Mintel to develop a competitor analysis for a new product line in personal care
- Assisted in developing a post-COVID marketing plan for 5 new product launches in the Asia-Pacific market between 2020 and 2021
- Improved the product launch analysis infrastructure by building a new dashboard in Excel and incorporating new metrics for measuring product cannibalization
- Assembled social media marketing toolkits for two different product launches using market research and social media analytics

08. 2020 | **CARNEGIE MELLON HCI INSTITUTE** | PITTSBURGH, PA

Present | **Undergraduate Research Assistant, ClassInSight**

- Analyzed 20+ user interviews with university instructors to identify problems and unmet needs in ClassInSight's interface
- Designed 3 improved interface prototypes on Figma for the next round of user trials, incorporating user interview analysis insights
- Saw a 45% increase in user-friendliness rating of ClassInSight's user interface during the next round of user interviews within a pool of 20 participants

05. 2019 | **CARNEGIE MELLON UNIVERSITY** | PITTSBURGH, PA

Present | **Teaching Assistant, Computing at Carnegie Mellon**

- Lectured a class of 40+ students, two sessions a week
- Participated in an intensive training program designed to increase teamwork, communication, and public speaking skills
- Assisted in the transition to remote learning by analyzing student engagement levels on different online platforms

SKILLS

SOFTWARE

Photoshop
InDesign
Microsoft Suite
Tableau
Figma
RStudio

LANGUAGES

English (Primary)
Korean (Fluent)

PROGRAMMING
JavaScript
R
SQL (beginner)

OTHER

Digital Marketing
Business Strategy
Operations Analysis
Public Speaking

EXTRACURRICULARS

01. 2019 | **MONEYTHINK CMU**

Present | **Co-Director of Marketing**

- Organized fall recruiting campaign and increased new membership by 50%
- Raised social media reach to 200+ impressions per post
- Managed the marketing campaign for a campus-wide financial innovation case challenge, recruited 92 participants

06. 2020 | **FORTÉ FOUNDATION**

Present | **Campus Ambassador**

- Hosted several tabling, live presentations, or other campus events focused on empowering women in business
- Completed professional development activities on topics such as networking

08. 2019 | **STRONG WOMEN, STRONG GIRLS**

Present | **Mentor**

- Held weekly mentoring sessions for a group of five elementary school students
- Provides a support network for girls in marginalized communities

AWARDS

CMU GLOBAL CHALLENGES COMPETITION

Honorable Mention | 02.2019

- Created a case presentation and written piece regarding educational institutions' impact on global warming
- Identified key sustainability issues in campus waste disposal systems and developed a strategy that would reduce plastic waste by 10% annually upon implementation

MARY KAY FUTURE LEADERS AWARD

Grand Prize | 08.2020

- Built and presented a case on improving the efficiency and end-user experience of sustainability practices in the cosmetics industry
- Proposed plan estimated to reduce plastic waste from Mary Kay's pump-based package products by over 50%