

Clara Lam

claralam@andrew.cmu.edu | (917) 495-8912 | claralam.github.io | New York, NY

EDUCATION

Carnegie Mellon University

B.S. Information Systems

Minors in Business Analytics & Optimization, Human-Computer Interaction

Pittsburgh, PA

Aug 2020 - May 2024

- GPA: 3.6/4.0
- Honors: Dean's List (Spring 2021)
- Relevant Coursework: Application Design & Development, Database Design & Development, Data Mining & Business Analytics, Programming Usable Interfaces, Principles of Imperative Computing, Optimization for Business

PROJECTS

Database Development Lifecycle | Database Design & Development

Pittsburgh, PA

Created a database, using Postgres and Python, based on an existing business's (DoorDash) data model

- Created and implemented, with Vertabelo, a physical model with 9 tables from the BCNF normalized relational model
- Wrote 10 Python and SQL scripts and queries to realize simple, analytical, and complex user stories
- Analyzed business model, value propositions, and user needs to design a detailed database and create user stories

EXPERIENCE

Peerdea | Human-Computer Interaction Institute, Carnegie Mellon University

Pittsburgh, PA

A native application, developed for research, that allows creative entrepreneurs to exchange feedback through group posts

Technical Research Assistant

Oct 2021 - Present

- Implemented in React post prioritization, where older posts with low engagement are displayed to users first, taking into account factors such as type of post, number of likes and comments, and time elapsed since posted
- Researched and outlined visual accessibility guidelines for Peerdea to follow in preparation for larger-scale deployment
- Enhanced user interface and experience of Peerdea, currently deployed to 29 small business owners in Pittsburgh for over 2 years, under the mentorship of Ph.D. candidate, Yasmine Kotturi (advised by Dr. Chinmay Kulkarni)
- Analyzed qualitative user data (interviews, surveys) as well as quantitative data (app log data) to devise improvement plans

Dahlia | INTEGRIA LLC

New York, NY

An e-commerce business that specializes in jewelry, clothing and accessories, and home décor

Summer Data Analyst & Marketing Intern

May 2020 - Aug 2021

- Generated monthly sales reports, sectioned into 3 product groupings for 7000+ SKUs, used for production projection models
- Conducted Google and Amazon keyword research and devised a categorization system and wrote a training manual to finalize top 50 keywords out of thousands for each product category
- Examined Amazon customer search terms through generated reports for about 100 ad groups to pinpoint effective keywords to decrease advertising costs and boost sales
- Analyzed SKU ups and downs WOW, MOM, and YOY through sales report and evaluated reasons for sales changes, such as inventory in-stock level, paid promotions, and competition
- Designed Customer Relationship Management architecture, consolidating data, improving information retrieval by 500%
- Planned monthly social media content based on a marketing plan and key performance indicators such as increased number of followers, engagement rates, and conversion rates to adjust plans accordingly

LEADERSHIP

Asian Students Association

Pittsburgh, PA

Treasurer and Advocacy Chair

Dec 2020 - Present

- Created 2022-2023 school year budget for the largest on-campus Asian-interest organization, consisting of 200 members
- Launched and moderated a 1.5-hour panel discussion on anti-Asian racism and solidarity with 3 professors and 50+ attendees
- Planned general meeting, teaching 30+ people about Asian media representation while incorporating entertaining activities
- Organized and executed 3 monthly discussion spaces with about 15-20 attendees each, double of previous virtual events

SKILLS & INTERESTS

- *Programming*: Python, SQL, HTML, CSS, JavaScript, React Native, Ruby on Rails, Postgres, MongoDB, R, C
- *Software*: Adobe Photoshop, Figma, Canva, Notion, Advanced MS Excel, MS Word, MS Powerpoint
- *Languages*: Bilingual proficiency in spoken and written Mandarin Chinese and English
- *Interests*: Guzheng, Singing, Table Tennis, Calligraphy, Bullet Journaling, Watercolor painting, Skiing