

HELLO, MY NAME IS

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Courtney Luk



EDUCATION

UNIVERSITY OF MICHIGAN | GPA: 3.58/4.0

Graduating December 2018

STEPHEN M. ROSS SCHOOL OF BUSINESS | Bachelor of Business Administration (Marketing)

- StartUM Entrepreneurship (Product Manager)
- Lloyd Hall Scholars Program (Student Advisor)

SCHOOL OF INFORMATION | Bachelor of Science in Information (User Experience Design)

- UMSI Design Clinic (UX Design Consultant)
- Social Media Consulting Club (Project Manager)



WORK EXPERIENCE



PRODUCT DEVELOPMENT INTERN

Summer 2017

LLamasoft | Ann Arbor, MI

- Served as UX Designer/Business Analyst on 5-member scrum/agile team that built a supply chain mapping web app with the Mapbox API to evaluate a new mapping provider for the company.
- Managed user research for expanding on and contextualizing gathered requirements to ensure application fulfilled user stories specific to customers' modeling needs.
- Built wireframes to inform developers of application's user workflow, asset designs, and information architecture, providing concrete basis for implementation and further discussions.
- Led demo presentations for each sprint to update mentors, CTO, CEO, and Mapbox sales team on progress and showcase data viz features that LLamasoft mapping technology has yet to explore.



MOBILE UI/UX DESIGNER

Summer 2016

PennyPop | San Francisco, CA

- Developed wireframes and implemented redesigns of travel booking app's features and flows using Sketch software, which resulted in a 65% increase in app store downloads.
- Produced marketing materials such as App and Google Play store collateral, infographics, and Facebook Multi-Product Ads to increase app's online visibility and social engagement.
- Worked with international engineering team to QA new versions of the iOS and Android application on a daily basis to ensure components were up to design/functional specifications.



PRODUCT MANAGEMENT INTERN

Summer 2016

Oracle | Redwood Shores, CA

- Designed graphics showcasing functionality of E-Business Suite financial features that VP of Product Management used in R13 launch strategy presentations.
- Prototyped analytical organization chart tool that reported company financials in a highly visual format in order to further group's research on data visualization techniques.
- Scouted out potential target influencers who could demo new version of the Financial Accounting Hub to prepare for product's formal release at Oracle OpenWorld 2016.
- Spearheaded social media research for a comparative online presence analysis of the multiple Application Suites, Product Families, and Business Flows to monitor customer engagement.



BUSINESS DEVELOPMENT INTERN

Summer 2015

IdeaMarket | San Francisco, CA

- Managed Twitter, LinkedIn, and other social media outreach to establish and maintain connections with 125 potential investors and entrepreneurs through Salesforce.
- Organized and hosted site's user feedback survey and synthesized data of 35 respondents for presentation at team quarterly review session.
- Coordinated Detroit Public Transportation Challenge's Thunderclap campaign, which attained social reach of 1,048,643 people through 113 direct supporters.



ADDITIONAL

- Working proficiency in Sketch, Adobe Creative Suite, Google SketchUp, Balsamiq, Axure
- Intermediate proficiency in Python, SQL, PHP, HTML, CSS
- Skilled in Digital Photography (SLR) and photo composition
- Play violin, viola, alto saxophone, piano