CRYSTAL WU

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Education

Cornell University / College of Engineering   **Expected Spring 2022**

B.S. in Computer Science, Minors in Information Science, Electrical and Computer Engineering

Cumulative GPA 3.59 / Dean's List Fall 2018, Fall 2019

Relevant Coursework / CS 3110: Functional Programming, CS 4670: Computer Vision, CS 2110: OOP and Data Structures, CS 2800: Discrete Math, ECE 2300: Digital Logic and Computer Organization, ECE 3140: Embedded Systems, INFO 1998: Product Development, INFO 1998: Digital Product Design

Experience

PRYDE @ Cornell / UX and Visual Designer   **Summer 2019**

• Worked with team of four to develop PRYDE Connect, a networking tool aiming to connect youth development researchers with 4-H professionals in New York State.

• Designed website layout and graphics using Figma and Illustrator and helped to develop website using React.

• Redesigned interface to increase readability and visual aesthetic for PRYDE Pioneer, a survey app that collects information on adolescents' purpose in life.

Cornell Autonomous Sailboat Team / Business and Operations Team Lead   **Fall 2018 – Present**

• Leads team of 7 in charge of public relations, branding, social media, sponsorships, and recruitment.

• Manage budget of over $15,000; secured corporate sponsorships totaling $2,500.

• Spearheaded team rebranding by redesigning logos, corporate sponsorship packet, website, and team apparel.

• Created campaign to increase social media engagement by 60% across 3 platforms.

Cornell Computer Science Dept. / Course Consultant   **Fall 2019 – Present**

• Course consultant for CS 1110: Introduction to Computing in Python, a course of over 800 students.

• Hold weekly office hours, help students during recitation sections, and grade assignments and exams.

Leadership

IEEE- Cornell Chapter / Publicity Director   **Spring 2019 – Present**

• Rebranded organization with new logo, publicity materials, website and branding guidelines.

• Maintains relations with ECE department to coordinate events and merchandising for a community of over 300.

Cornell Residential and New Student Programs / Resident Advisor   **Summer 2019 - Present**

• Coordinate educational and recreational programs and provide support and information about campus resources for residence hall of over 450 students.

Skills + Tools

Programming / Python, Java, HTML/CSS, React, JavaScript, OCaml, C, Verilog

Design / Prototyping, Product Thinking, User Research, Graphic Design

Tools / Figma, InVision, Illustrator, Photoshop, After Effects, LaTeX

Activities

Alpha Phi Omega National Service Fraternity, Engineering Peer Advisor, Undergraduate Admissions Ambassador, Women in Computing at Cornell