DANIELA TORRES

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**Personal Website:** [dtorre17.github.io/danielatorresweb/index.html](https://dtorre17.github.io/danielatorresweb/index.html)

# EDUCATION

**BA, Cognitive Science – The Johns Hopkins University, Baltimore, MD**  **Expected December 2020**

***Focal Areas:*** Linguistics & Computational Approaches to Cognition ***Minor:***Computer Science

***Relevant Coursework:*** Data Structures, Probability and Statistics, Computational Psycholinguistics, Computer System Fundamentals, Object Oriented Software Engineering (including API creation, web development tools, SQL integration)

**Honors:** Rewriting the Code Fellowship Class (2020-2021), JHU *Life Design Lab* Summer Grant Winner (2020)

## PROJECTS/ Research

**Trust: Healthcare Startup *– UI Designer*** **May 2020 – Present**

* Create mobile application wireframes in Figma; capture app functionality while maintaining unique, intuitive design

**Spext:Speech Tech Startup *– Frontend Design Intern*****May 2020 – August 2020**

* Create HTML pages linked to Firebase storage for interactive podcast web application; provide, analyze UX feedback

**Hire: Software Design Project *– Developer*****January 2020 – May 2020**

* Designed web application to streamline the Course Assistant hiring process for the JHU Computer Science Department
* Drove frontend design with emphasis on inclusive and intuitive user experience (UX)

**Computational Psycholinguistics Lab (JHU) *– Research Assistant*  April 2018 – May 2020**

* Designed and facilitated self-paced reading and eye-tracking studies to assess how readers deal with ambiguity in sentences; analyzed 45 participants’ eye-tracking data in R for power analysis and comparison with existing literature

# EXPERIENCE

**AmpliFI Loyalty Solutions, Naperville, IL – *Product Management Intern***  **June 2020 – August 2020**

* Investigated data management solutions to replace current merchandise catalog; vet 6 vendors based on compatibility with company’s use-case, created scorecard with five weighted categories to compare solutions, offered final recommendation
* Interviewed customer service team to understand 3 applications used, workflows, inefficiencies; created product requirement documentation in Jira to integrate required functionality into one single, more efficient web application

**Fresh Prints, Baltimore, MD – *Sales Representative***  **June 2019 – Present**

* Build and foster client relationships with student groups and university departments; 30 clients served
* Convey product details and pricing, problem-solve to meet deadlines / budgets, and close orders; $40,000+ YTD sales

# STUDENT LEADERSHIP

**First Friday’s Group – *Business Development*** **January 2020 – June 2020**

* Created sales curriculum to lead team of four students in securing corporate clients, generating $15,000 in revenue

**Academic Advising (JHU), Baltimore, MD *Study Consultant*** **August 2019 – Present**

* Mentor peers by assessing and diagnosing two undergraduate students’ academic needs throughout semester
* Create customized academic objectives / strategies and advise on leveraging resources to optimize performance

**Hopkins Artificial Intelligence Society *– Director of Marketing* January 2019 – May 2020**

* Distributed weekly digital AI newsletter to 300 subscribers; planned 3 events per semester to promote safe practice of AI

**Phi Mu Sorority – *Membership Director* February 2018 – Present**

* Manage and organize 120 members throughout four-day formal recruitment process; create and facilitate presentations, given to members on recruitment guidelines; strategically increased January 2020 pledge class membership diversity by 10%

**Her Campus – *Social Media Coordinator*** **September 2018 – Present**

* Curate creative content on Instagram, Twitter, and Facebook for online lifestyle journal geared toward collegiate women; successfully accumulated more than 800 targeted followers

**Varsity Track & Field – *Student-Athlete*** **August 2017 – December 2019**

* Committed 20 hours a week to participate in Division III NCAA athletics; developed time management, teamwork skills

# SKILLS

**Technical:** Java, C++, C, HTML, CSS, Python, R, Adobe Creative Suite, IntelliJ, R, Microsoft Office Suite, multi-media platforms **Languages:** Bilingual (Spanish & English)