

# Edward Yang

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## EDUCATION

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### UNC Chapel Hill

August 2023 - (May 2027)

*BS in Computer Science, Intended Double Major in Business*

Chapel Hill, NC

- 3.31/4.0 GPA

### Campus Involvement

- Carolina Development Society, Computer Science for Social Good Club

### Charlotte Latin

August 2019 - May 2023

- Cum laude

Charlotte, NC

## TECHNICAL SKILLS & INTERESTS

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- Skills: Java, HTML/CSS/Javascript, Python, C#, Ink Narrative Scripting Language, Unity, Git
- Interests and skills: weightlifting, personal finance, guitar, clarinet, PC building, video games, content creation, digital design (photoshop and illustrator), laser cutting, woodworking, entrepreneurship

## PROJECTS

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### Everdusk Sector

Sep. 2024

- Led a team of 5, including artists, a composer, and a writer, to create a polished visual novel in Ren'Py for Brackey's Game Jam 2024.2, achieving a top 25% placement out of 1,500 entries
- Managed the team's workflow with Agile methodologies, organizing tasks into sprints and holding daily stand-ups to track progress
- Delivered the final project within the one-week deadline, ensuring alignment between narrative, visual elements, and audio for a cohesive experience

### Robust Dialogue System in Unity

March 2023 - May 2023

- Developed a dynamic dialogue system for interactive storytelling, learning C# and Unity game development fundamentals

## EXPERIENCE

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### Reverie Engravings

October 2023 - June 2024

- Founded a business as a solo entrepreneur selling laser engraved LED night lights
- Managed all facets of the business, including product design, laser cutting techniques, digital marketing, e-commerce listing optimization, and order fulfillment
- Researched and optimized production processes to reduce costs per product by 27%

### YouTube and Twitch personality

November 2022 - Present

- Delivered highly entertaining gaming content using advanced tools like Da Vinci Resolve and OBS Studio, consistently adapting to new technologies and trends.
- Oversaw all aspects of content production, including the planning, editing, and release of weekly YouTube videos, live streaming sessions, and short-form content across multiple platforms.
- Fostered and engaged a positive community through Discord and live streams, enhancing viewer interaction and loyalty.
- Analyzed KPIs (views, duration, click-through rates) to refine strategies and adapt to trends without compromising authenticity, resulting in a 317% year-over-year (YoY) increase in watch hours on Twitch and a 583% YoY increase in watch hours on YouTube.