Emily Jeong

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Personal Profile

An Undergraduate Student at the University of Rochester, pursuing a double degree in Computer Science and Digital Media Studies. Fascinated with the application of UX Design to web and mobile app development, and concerned with how to transform technology into a tool to enhance and improve lives, rather than consume them.

Education

University of Rochester   *Rochester, NY*
BA Computer Science, Digital Media Studies   *Aug 2021 - May 2025 (Expected)*

- Research and Innovation Grant (RIG)
- Dean's List Fall 2022
- **Relevant Courses:** Introduction to Computer Science, Intro to Web Development, Programming Digital Media, Intro to Psychology, Discrete Mathematics, Calculus I

Skills

Programming: HTML/CSS, JavaScript, PHP, Java, Python, Flutter
Software: Illustrator, Photoshop, Figma, Miro, Asana, Airtable, Microsoft Office

Experience

UShop, Ecommerce Startup   *Rochester, NY*
UX Designer   *Sept 2022 - Present*

- To increase user compatibility, redesigned UShop website to fit mobile screens
- Extracted information from user interviews into affinity diagrams to quickly identify user goals
- Customized existing UShop website components in Figma to enhance mobile experience
- Designed new prototype elements that consider contrasting ways users interact with their phones vs computers
- Established over 30 components and 8 high fidelity mobile screens

DandyHacks, Annual Hackathon   *Rochester, NY*
Marketing Team   *Jan 2022 - Oct 2022*

- Increased Hackathon participation from the previous year by designing a welcoming brand identity
- Collaborated with team to determine design theme and create mood boards on Figma
- Redesigned organization mascots and developed new assets to use for marketing materials using Illustrator
- Established a consistent social media feed using mood board elements
- Grew Instagram following by 19% and skyrocketed event registration by 42% compared to previous year

UX Design Club   *Rochester, NY*
Marketing Manager   *August 2022 - Present*

- Revamped the club's brand identity by updating the fonts while preserving the core color scheme
- Designed event posters that are consistent with the brand, using Illustrator to create assets that complement the textual information
- Consistently shared flyers and event information on social media, using Instagram stories to engage followers
- Communicated with other tech-related clubs to broaden our audience and target potential members who are interested in joining
- Implemented marketing tactics like Instagram Takeovers to engage existing members and heighten a sense of community
- Boosted Instagram visibility by 30% and raised event attendance from previous semester by 58%

Event Manager, Founding Member   *Jan 2022 - May 2022*

- Ensured the smooth execution of club events and explored ways to boost attendance
- Reserved event venues based on the type of event, necessary facilities, location, and room size
- Assessed the success of events by creating and analyzing post-event surveys and collecting feedback for future events
- Communicated with club advisors to publish events on campus calendars
- Registered a total of 25 events and increased membership by 200% by the end of the semester

Computer Science Undergraduate Council (CSUG)   *Rochester, NY*
Social Media Chair   *Sept 2022 - Present*

- Designed a more minimal brand by creating design elements that don't distract from the opportunities we have to offer
- Restructured Instagram feed to have more consistent typography, color palette, and icons
- Documented and photographed activities during events for use in future marketing material
- Designed a total of 15 posters and 25 assets using Illustrator