EMMA HAMLET

Seattle, WA | 646-284-1063 | emmaph@uw.edu | GitHub | Website | LinkedIn

Detail-oriented student pursuing dual degrees in Informatics and Psychology at the University of Washington, with experience in data analysis, database design, and user-centered research. Interested in internships that involve applying technical and behavioral insights to product management, UX research, and health-focused technology.

EDUCATION

University of Washington

B.S. Informatics, B.A. Psychology   *Expected June 2027*

GPA: 3.97/4.0

Relevant Coursework: **INFO 360** – Design Methods, **INFO 380** – Product & Information Systems Management, **INFO 330** – Database & Data Modeling, **CSE 163** – Intermediate Data Programming (Python), **INFO 340** – Client-Side Web Development, **PSYCH 345** – Social Psychology, **PSYCH 209** – Fundamentals of Psychological Research

EXPERIENCE

Social Media Content Creator – [@undeniablyemma (Instagram)](@undeniablyemma)

June 2022 – Present

- Built and engaged a dedicated audience of 5,000+ followers, achieving a 7% engagement rate through creating authentic, data-driven content in fashion, beauty, and lifestyle, leveraging analytics to optimize reach and engagement.
- Designed and executed A/B tests across posting times, content formats, hooks, and call-to-action strategies to optimize engagement KPIs, increasing average interaction rates by 20–25%.
- Analyzed post-level performance metrics (engagement rate, reach, saves, shares) to identify behavioral trends and optimize content strategy.
- Partnered with brand stakeholders (**CVS, Fabletics, Hollister, Drybar, Merit Beauty, Minute Maid**) to define campaign objectives, align on deliverables, and measure performance against success metrics.
- Featured in [CanvasRebel's "Meet Emma Hamlet,"](CanvasRebel) highlighting innovative content creation, community-building, and strategic use of data-backed insights.

PROJECTS

[University Registration System Redesign | Case Study](University Registration System Redesign)

- Led end-to-end redesign of a legacy university registration platform supporting 5,000+ concurrent users, translating pain points into scalable, accessibility-compliant product requirements.
- Established OKRs (<2s transactions, 99.99% uptime) and applied MoSCoW prioritization to deliver an MVP roadmap featuring automated waitlists, advisor dashboards, and real-time integrations.

[Music Consumption & Mental Health – Python](Music Consumption)

- Analyzed a public survey dataset using Python (Pandas, NumPy, Matplotlib, Seaborn) to evaluate correlations between music consumption behaviors and self-reported anxiety and depression indicators.
- Performed exploratory data analysis, hypothesis testing, and data visualization to identify statistically significant trends, validate assumptions, and extract actionable behavioral insights.

SKILLS

Technical: SQL, Python (Pandas, NumPy), R, HTML, CSS, JavaScript, Excel, Azure, APIs, Data Visualization, Statistical Analysis
Product & Analytics: A/B Testing, KPIs, OKRs, Roadmapping, Agile, MoSCoW Prioritization, Stakeholder Management
Design & Research: Figma, Miro, Wireframing, Prototyping, User Research, Usability Testing, Qualitative Research, Quantitative Research
Professional: Communication, Collaboration, Project Management, Problem Solving, Attention to Detail