FELICIA HOU

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EDUCATION

University of California, Irvine **Expected Graduation:** June 2020
Bachelor of Science in Informatics (Specialization in Human-Computer Interaction), Minor in Psychology **Cumulative GPA:** 3.83
Awards & Accolades: *Campuswide Honors Program, Dean's Honors List (Fall 2016 - Spring 2019)*

WORK EXPERIENCE

Belkin International **Playa Vista, CA**
Software Engineering Associate *June 2018 – Present*
- Core member of Linksys mobile application team to develop UI screens and wireflows in Swift from Sketch designs
- Created UI unit tests and unit tests in Xcode to increase code coverage, improve localization, device variability, and detect bugs

Amazon **Irvine, CA**
Amazon Prime Student Ambassador *Sep. 2018 – Apr. 2019*
- Increased brand presence on campus through promotional events and face-to-face interactions with 700+ students weekly
- Curated promotional social media posts for 1000+ followers while working with company sponsors such as Calvin Klein Jeans

Cie Digital Labs **Irvine, CA**
UX Researcher *Apr. 2018 – June 2018*
- Recommended UX improvements after collecting data through interviews and surveys from over 1000 students at UC Irvine
- Improved user experience through creation of Student Success App after conducting quantitative and qualitative data analysis

UC Humanities Research Institute **Irvine, CA**
Web SEO Assistant *Apr. 2018 – June 2018*
- Managed backend of Wordpress website by overseeing 894 posts and properly utilizing categories, tags, and meta-descriptions
- Improved internal SEO by examining and relinking broken website links and ensuring that internal links add value to the website

UCI Donald Bren School of Information and Computer Sciences **Irvine, CA**
Python Lab Tutor *Jan. 2018 – Mar. 2018*
- Mentored 43 students enrolled in Python (ICS 31) by reviewing code, explaining concepts, creating relevant examples
- Recommended best practices for teaching Python concepts by collaborating with professors and other lab tutors

PROJECTS

"Healthy Eats" | SLO Hacks 2019 ("Best Health Hack" Winner) *February 2019*
- Developed iOS Application that scans barcodes of food items with the phone camera and displays ingredients that are harmful
- Utilized Firebase ML Vision kit to decode UPC code and Selenium for web scraping in Python to feed through Nutritionix API

"Best Before" | HackUCI 2018 *February 2018*
- Created Web Application that returns expiration dates of perishable foods bought from picture of uploaded grocery receipt
- Utilized Google Cloud Vision API, classifier APIs, and developed Python script to extract grocery items from text in image

"Wag" | Passion Project *January 2018*
- Designed interactive mockup of mobile application intended to make it easier for local dog owners to socialize and meet up
- Improved user interface functionality by adjusting design after gathering user feedback through usability testing

"My Workspaces" | HackPoly 2017 *February 2017*
- Designed Web Application to offer a platform for user productivity through integration of email, to-do list, chat, and calendar
- Developed script in Python to authenticate users into Web Application utilizing custom Node.js framework and SQLite DB

CAMPUS INVOLVEMENTS

Alpha Kappa Psi – Professional Business Fraternity **Irvine, CA**
Technology Chairman *April 2017 – Present*
- Transformed organization's website UI and shifted web platform from Wordpress to Squarespace
- Improved eCommerce site's digital marketing efforts via search engine optimization and user interface recommendations

SKILLS & INTERESTS

Skills: UI/UI Unit Tests, InVision, Adobe Creative Cloud (Photoshop, Illustrator, XD), Tableau, Sketch, Xcode, Wordpress, Squarespace
Languages: Python, Swift, Java, HTML, CSS
Interests: Hiking, Exploring Large Cities, Animal Enthusiast, Design, Singing and Choir, Horseback Riding