

Holly Park

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Skills

Python
HTML / CSS
Javascript
Research
Storyboarding
Wireframing
Prototyping
Data analysis
Experimental design

Tools

SPSS Statistics
Qualtrics
Adobe CC
Sketch
InVision
Processing

Languages

Fluent English, Korean
Intermediate Japanese

Awards

KAGRO Scholarship
Spring 2017

Activities

Alpha Phi Omega
Spring 2016 - Fall 2018

Emerging Leaders
Fall 2015

Education

Carnegie Mellon University | Aug 2015 - May 2019
Bachelors of Science in Psychology; Cognitive
Minor in Human-Computer Interaction

Work Experience

SERVPRO of West Hills, Digital Marketing Rep | July 2019 - Sept 2019
Created and posted content to the franchise's main social media platforms consistent with brand guidelines and ideals.
Reviewed analytics for customer engagement and reputation management.

CMU Cognitive Development lab, Research Assistant | May 2017 - Aug 2017
Assisted in guiding children to and from testing procedures at Phipps.
Digitized and organized sensitive data from past research studies.
Carefully transcribed and coded audio for a children's voice recognition software.

Carnegie Mellon Telefund, Professional Student Fundraiser | Feb 2016 - May 2017
Called CMU alumni for contributions to the Carnegie Mellon Fund.
Developed communication skills while making connections with alumni.

Projects

Adventure Run | Spring 2019
Worked with a team to do field research and interviews, brainstorming sessions, storyboarding, blueprinting, prototyping, and video narration; led to a design of a city-scale service that would strengthen the community of Regent Square.

Feeding Frenzy | Spring 2019
Worked with a partner to ideate, prototype, test, iterate, and refine for the design of an EDGE framework-validated educational board game to teach students about ecology and the impact of human activities on biodiversity.

Shfit App | Fall 2019
Worked with a team to conduct interviews, brainstorm, and create personas, wireframes, user tests, iterations, and refinements to design a native iOS app streamlining shift swapping and communication needs for employees and managers of fitness facilities.

Cognitive Psychology Research Project | Fall 2017
Conducted a research study exploring the effects of color and subliminal priming on creative problem solving performance using E-prime and SPSS.