

# Holly Park

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## Skills

Persona  
Storyboarding  
Wireframing  
Prototyping  
User test  
Data analysis  
Experimental design  
HTML5 / CSS3  
Python / C / Java

## Tools

Sketch  
InVision  
Adobe XD  
Processing  
SPSS Statistics  
Qualtrics

## Languages

Fluent English, Korean  
Intermediate Japanese

## Activities

Alpha Phi Omega  
Spring 2016 - Fall 2018  
  
Emerging Leaders  
Fall 2015

## Awards

KAGRO Scholarship  
Spring 2017

## 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 content for the franchise's main social media platforms.  
Reviewed analytics and assisted with blog post editing for the franchise website.

**CMU Cognitive Development lab, Research Assistant** | May 2017 - Aug 2017

Assisted Dr. Anna Fisher in conducting experimental procedures at Phipps for research on children's cognitive development.  
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.

**Han Nam Chain, Food Sample Demonstrator** | May 2016 - July 2016

Prepared and presented food products in an appealing and tasteful way.  
Sold many items of featured products through verbal persuasion.

## Projects

**Adventure Run** | Spring 2019

Designed a city-scale service to strengthen the community of Regent Square by introducing new and older residents to each other. Responsibilities included research, ideation, storyboarding, blueprinting, prototyping, and video narration.

**Feeding Frenzy** | Spring 2019

Designed an educational board game validated by the EDGE framework to teach students about ecology and the impact of human activities on biodiversity. Responsibilities included ideation, prototyping, testing, iterations, refinement.

**Shfit App** | Fall 2019

Designed a native iOS app to streamline shift swapping and communication needs for employees and managers of fitness facilities all in one platform. Responsibilities included interview, persona, ideation, wireframes, user tests, iterations, refinement.

**Cognitive Psychology Research Project** | Fall 2017

Designed and conducted a psychology research study exploring effects of color and subliminal priming on creative problem solving performance using E-prime and SPSS.