

# Sandy You

sandy2@illinois.edu | (408) 828-4566 | happydandy.github.io

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## EDUCATION

**University of Illinois at Urbana-Champaign**, Champaign, IL

Aug 2017 - May 2020

*B.S. in Psychology, concentration in Industrial Organizations; Minor in Leadership Studies*

- Capstone: *Sex Trafficking Prevention & Awareness*: Produced 24-page final toolkit for the Women's Resource Center to raise awareness for the prevention of sex trafficking using an educational workshop, Grade: A

## PROFESSIONAL & LEADERSHIP EXPERIENCE

**ESTAR FIRM, INC.**, Sunnyvale, CA

*Marketing & Branding (Full-Time)*

Aug 2020 - Present

- Created new design system and brand strategy for official style guide to establish online presence
- Upkeep various marketing channels, such as YouTube and WeChat, with branding and digestible content created from Adobe Creative Suite, such as graphics, logo, and informative animations for social media assets, pitch decks, and web content
- Consolidated the financial and statistical information of firm's entire Insurance carriers into a home page, boosting efficiency by 30%

*Intern*

May 2019 - Aug 2019

- Performed administrative duties, including answering phone calls, scheduling appointments, giving free quotes, greeting clients; conducted E-Service to increase customer retention rate by 10%
- Navigated 20+ insurance websites to create quotes and file claims, achieving 95% of bonding quotes

**KAPPA PHI LAMBDA SORORITY, INC.** (Cultural Organization)

Oct 2017 - May 2020

*President (2019-20), Program Educator (2020), Recruitment Chair (2019),*

*Secretary & Web Designer (2018-19), Cultural & Service Chair (2017-18)*

- Strategized, designed, and carried out recruitment ideas and branding; attracted 130+ member interest in 2 weeks resulting in 110% more interviews and biggest active house and initiation class in chapter history
- Collaborated with 4 universities and 10+ on-campus organizations to grow awareness of Asian American issues by coordinating recruitment events, performances, and workshops

## PROJECTS & ACTIVITIES

**99.co** (Singapore-Based Real Estate Database Company)

May 2020

*Full Stack UX: Research & Design*

- Designed a feature for users to schedule a property viewing virtually and/or offline with an agent on App by crafting user journeys, narrative and flows

**DR. GUNTZVILLER'S UNDERGRAD RESEARCH TEAM**, Champaign, IL

June 2020 - Aug 2020

*Researcher*

- Unitized transcripts weekly for advice giving and receiving to be used for research
- Analyzed observed conversations to write a final paper on giving advice to peers

**CANOPY CLUB PROJECT**, Champaign, IL

Sept 2018 - Dec 2018

*Business Strategist*

- Researched Champaign county demographics to identify market opportunities for a 15-page analysis report
- Conducted market analysis on the competitive & lucrative landscape of Champaign's entertainment industry; benchmarked Canopy against 15+ competitors, shaping Canopy's product strategy with a marketing team to build a pitch deck for mock investors including market segmentation, budget, and a call-to-action

## SKILLS & TOOLS

Skills: Creative and Professional Writing; Editing; Project Management; Production and Distribution; Photography; Graphic Design; **UI & Graphic Design:** Adobe Creative Suite, branding and advertising material, illustration, short animation, logos, pitch decks, web design. **UX & Research Methods:** human-centered methodologies, SWOT & Competitive Analysis, design & user research, storyboarding, user journeys, empathy mapping, ethnographic processes, Microsoft Office, formal research methodologies. **Languages:** Chinese-fluent.