

Hayley Lin

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EDUCATION

Cornell University

Master of Information Science, College of Computing and Information Science

06/2023

University of Toronto, Canada

Honors Bachelor of Science, Double Major in Computer Science & Cognitive Science

12/2020

PROFESSIONAL SKILLS

Software Development and Skills: JavaScript, Typescript, React, Node.js, D3.js, Python, LLM, NLP, R, SQL, C#

Design and Management: Figma, User Research, Client Communication, Project Management (JIRA, Scrum, Agile)

SOFTWARE DEVELOPMENT & RESEARCH EXPERIENCE

Front-end Engineering, Data Analysis and Visualization, Cornell University

08/2022 – 12/2022

- Created interactive data visualizations using JavaScript and D3.js to present data insights and deployed them online.
- Performed data analysis tasks using statistic and machine learning techniques.
- Curated datasets from Kaggle and performed large-scale data cleaning and wrangling using R and Python.

UI/UX Design and Project Management, Cornell University

08/2022 – 12/2022

- Partnered with a startup company, Noteworthy, to conduct a user interface overhaul of the company's main product.
- Worked as the project manager to communicate with the client, negotiated project scope, and resolve team conflict.
- Designed multiple low-fidelity and high-fidelity prototypes using Whimsical and Figma through multiple iterations.
- Conducted A/B user testing to evaluate different design concepts.

Full-stack Engineering and Data Science Research, UC, San Diego

01/2021 – 04/2022

- Created a web-based application using JavaScript and D3.js to visualize relationships among academic papers that are mentioned in survey papers to facilitate the understanding of academic survey papers.
- Worked as a project manager with 3 undergraduate interns. Tasks include reporting the progress to the faculty, breaking tasks down to smaller chunks for the interns, as well as managing timelines and communication.
- Developed a paper relationship recognition module using Google Natural Language AI Toolkit.

Front-end Development and UI Research, Computer Science, University of Toronto

05/2018 – 04/2019

- Worked as a full-stack software developer to create an interactive web application for creating data visualizations using a multi-touch tablet with JavaScript and D3.js, and Node.js.
- The system was utilized for a large-scale user testing by the research team and demonstrated in academic conferences and to potential investors.
- Conducted several user tests to evaluate the efficacy of the developed prototype.

Educational Game Development, University of Toronto

05/2017 – 09/2018

- Developed educational games to support the learning of mathematical concepts for K-12.
- Created web and virtual reality games using Unity and C#.
- Collaborated with a local game studio and art school (OCAD) to develop high-fidelity 3D games.

WORK & LEADERSHIP EXPERIENCE

Content Creator and Team Lead, RED (Chinese-equivalent Instagram)

12/2017 – 09/2022

- Strategized and executed a content plan that grew a self-managed social media account to 440K followers.
- Managed 100+ client relationships from start to finish, communicating frequently with clients to understand their needs, define project milestones, and ensure timely and high-quality content delivery.
- Built and led a 6-person team to oversee content production, portfolio management, and financial planning.
- Conducted market analysis to identify competitive advantages of the brands and analyze audience preference.
- Leveraged the influence of the account to attract international brands such as Calvin Klein, Lancôme, M.A.C., L'Oréal.

E-sports Team Lead (50 Member Clan, Clash Royale)

03/2016 – 05/2019

- Transformed the clan from a rank of 2000+ to a top 20 position among 10,000+ competing teams within 2 years.
- Aligned team goals and established clear accountabilities, recruited talented players, and managed offline activities.