

JAMIE (YUN) LEE

1930 Ridge Ave Apt C-414, Evanston, IL 60201 | 201-753-2322 | jamielee2023.1@u.northwestern.edu

EDUCATION

Northwestern University – School of Education & Social Policy Expected June 2023
Bachelor of Science in Learning & Organizational Change Evanston, IL
Minor in Data Science, Integrated Marketing & Communications Certificate, Segal Design Certificate GPA: 3.944

Coursework: Organizational Theory & Practice, Team Dynamics, Learning & Thinking in Organizations, Design Thinking & Doing, Human-Centered Service Design, Accounting, Marketing Management, Data Science, Data Visualization

RELEVANT EXPERIENCE

PricewaterhouseCoopers (PwC): Summer 2022 Workforce Transformation Intern June – August 2022

Northwestern CASE

VP of Tech & Marketing March 2021 – Present

- Started Instagram page (@northwesterncase) to increase sense of community and spread awareness of club, devising content strategy and design
- Build social media posts such as recruitment infographics, member spotlights, and project highlights, communicating with club members and other executive board members in order to produce student-oriented content
- Worked with rest of executive board to recruit new members, developing recruitment strategy and admissions criteria, interviewing candidates, and deliberating for final acceptance decisions

Student Consultant & Design Team Member for Client Lyft March 2021 – June 2021

- Collaborated with team to write and conduct Qualtrics survey and interviews, analyzing research results to gain insights into rideshare service needs of college students
- Strategized new payment product features for Lyft that address pain points and co-developed Product Requirement Document (PRD) detailing screens, requirements of feature components, and their respective priorities
- Devised user journey maps of college students using app with and without new features to aid creation of UX design mockups

Brandtrust: Associate Consultant Summer Intern June 2021 – September 2021

- Developed and presented trends analysis report after conducting research on current technology, culture, and consumer behavior trends, in order to assist clients in brainstorming branding strategy
- Organized all prior projects and summarized key takeaways from each to build Client Story Index to serve as reference and inspiration for current and upcoming projects

Matriculate: Virtual Summer Intern June – September 2020

- Streamlined data management projects such as reconciling data and building Program Assessment base to house historical data and track program development, utilizing Airtable and Excel
- Automated employee vacation day tracker via Google Spreadsheets by recoding formulas according to organizational policies
- Edited promotional videos on Adobe Premiere Pro using student testimonials for audience of donors and prospective applicants
- Developed and executed weekly content plan for alumni LinkedIn group to increase engagement

LEADERSHIP EXPERIENCE

Matriculate: Virtual Fellowship Head Advising Fellow (HAF) May 2020 – May 2022

- Created and executed 2-month fellowship recruitment strategy to recruit 133 volunteers from 314 eligible colleges; reached 108% of application goal within 1 month and increased number of applications by 345% compared to prior year
- Managed recruitment team of 6 by leading weekly meetings, troubleshooting issues, and delegating & ensuring completion of tasks utilizing collaborative work platforms such as Slack, Airtable, Google Suite
- Devised recruitment materials with co-HAF such as outreach email templates, budget tracker, outreach tracker

PROJECT WORK

Human-Centered Service Design Course: “Belonging in CS” Project January – March 2022

- Apply design process with teammates to address computer science professor’s concern regarding student belonging in CS program, including primary design research, stakeholder & journey mapping, storyboarding, prototyping & testing, and more
- Present each stage of design process to classmates and various stakeholders to collect feedback for iteration of ideas

Data Science Course: COVID-19; Vaccine Confidence Project November 2020

- Conducted exploratory data analysis (EDA) using R on worldwide COVID-19 dataset and vaccine confidence dataset, utilizing data management, manipulation, and visualization skills
- Formulated final project on findings, including written code and visualizations such as scatterplots and bar graphs

ADDITIONAL

- **Languages:** Korean – Working Proficiency
- **Skills:** Microsoft Office; HTML/CSS; Stata; Adobe Premiere Pro; Qualtrics; R; SPSS; Google Analytics; Canva; Airtable
- **Interests:** Planning social events, baking & cooking, yoga