Sharon (Jung Inn) Yang

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EDUCATION

Carnegie Mellon University   **Pittsburgh, PA**
B.A. in Behavioral Economics, Policy and Organizations   *Expected May 2022*
Minor in Human-Computer Interaction

Relevant Coursework: Behavioral Economics in the Wild, Behavioral Decision Making, Methods for Statistical Data Science, Programmable User Interfaces, Service Design, Organizational Behavior

RELEVANT EXPERIENCE

Department of Human Computer Interaction, Carnegie Mellon University   **Pittsburgh, PA**
Research Assistant   *Oct 2019 – Present*

- Coded instructor behaviors in classroom setting, visualized data around non-verbal classroom activities in JavaScript (P5) as a part of ClassInSight Project
- Contributed to putting together a summary of insights to instructors on how their non-verbal behaviors are perceived by students for their teaching to be more effective
- Currently engaging in a new project and working towards co-authoring a research paper on the development of decision support interfaces that equip users with judgment on how much to adhere to algorithmic recommendations and means to act upon when distrust arises
- Conducting virtual human subject experiments to explore the role of the 'unobservables' in users' reliance on algorithm-generated predictions of the real estate market in New York City

Seoul Auction   **Hong Kong**
Business Analyst Intern   *Jun 2019 – Aug 2019*

- Increased interest in Korean contemporary art among Hong Kong clients through facilitating communication between artists and clients at meetings and exhibitions
- Contributed to a 3% increase in artwork sale to a niche clientele, generating sales of 605,000 HKD through organizing social/informative events aimed at advising on their art collection
- Assisted the team of consultants with determining price ranges of artworks in upcoming auctions by extracting data on the past bid and hammer prices and making predictions based on them
- Contributed to selecting artists for future exhibitions by conducting analysis on competitors and price trends of the Asian contemporary art market over the past decade

Global Wordsmiths   **Pittsburgh, PA**
Language Access Project Intern   *Jan 2019 – Apr 2019*

- Supported Korean immigrants in Pittsburgh to gain access to essential resources, provided by the Carnegie Library of Pittsburgh, about job search, employment training and English education for children by translating their documents and websites
- Provided interpretation for Korean immigrant parents of elementary school students at cultural events and parent-teacher meetings

LEADERSHIP

American Marketing Association   **Pittsburgh, PA**
Marketing Consultant   *Aug 2018 – Dec 2019*

- Conducted extensive consumer research on Qualtrics on the main user segments for our client ComYoot, surveying their reaction to the existing marketing tactics and identifying services the target user base needed and wanted
- Developed a series of tactics novel and personalized to the users based on the data collected, and increased ComYoot's social media presence by 22% and the app usage by 53% over the 8 months

SKILLS

Technical: Python, R, Stata, HTML, JavaScript
Software: Microsoft Office Suite (Word, Excel, PowerPoint); Adobe Creative Suite (Photoshop, Illustrator, InDesign, Animate); Tableau
Languages: Korean (Fluent), Mandarin Chinese (Intermediate), Japanese (Basic)