

# KATIE SHUM

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## Experience

### E\*TRADE Mobile Product Intern

Summer 2019 - New York, NY

Worked in an Agile environment to develop initial use cases for a Google Assistant app action using aspects of conversation design and design thinking. Collaborated with the design team to re-engineer the trade ticket and pre-login mobile experience. Analyzed data and created visualizations of KPIs to identify mobile data trends for the company's Monthly Business Reviews

### Bikelane Solutions Product Intern

Summer 2018 - New York, NY

Worked on a team of 5 to create a product from ideation to execution for small retail/restaurant businesses to generate more revenue. Gathered and analyzed market research data to identify their pain points, discover opportunities in the market space, and develop a strategy for the new product. Created a wireframe of the mobile application and pitched it to outsourced developers.

## Skills

### Software

Sketch  
Adobe Suite  
Tableau  
InVision

### Interaction

Wireframing  
User research  
User testing

### Coding

HTML & CSS  
C++

## Education

### Cornell University Class of 2020

BS in Applied Economics and Management  
Minor in Information Science

Cumulative GPA: 3.81/4.0

## Interests

Creative writing  
Foreign language  
A cappella

Podcasts  
Cooking shows  
Mixing music

Traveling  
Basketball  
Hiking