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. Created data 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 and develop a strategy. Created a wireframe of the mobile application and pitched it to outsourced developers.

Skills

Software	Interaction	Coding
Sketch	Wireframing	HTML & CSS
Adobe Suite	User research	C++
Tableau	User testing	
InVision		

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	Podcasts	Traveling
Foreign language	Cooking shows	Basketball
A cappella	Mixing music	Hiking