KATIE XU

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EDUCATION	**UNIVERSITY OF MICHIGAN**	**Ann Arbor, MI**

Stephen M. Ross School of Business
Bachelor of Business Administration, April 2021
- Cumulative GPA: 3.84/4.00
- Emphases in Strategy and Technology & Operations
- Jane M. and Chester R. Jones BBA Merit Scholarship, Regents' Merit Scholarship, James B. Angell Scholar, William J. Branstrom Freshman Prize (top 5% of freshman) - Recipient
- Member, Phi Gamma Nu Business Fraternity

School of Information
Bachelor of Science, April 2021
- User Experience Track

EXPERIENCE **2019-Present** **Summer**	**DOMINO'S PIZZA LLC** IT-Finance Intern	**Ann Arbor, MI**

- Architected data extraction process from IT contracts, identifying key metrics across a variety of contract types, creating contract module with ~$2M of cost savings by automating contract management, improving budget accuracy, and providing real-time insights into IT spend

2018 **Summer**	**WESCO DISTRIBUTION INC.** UX Design Intern	**Suzhou, China**

- Learned user experience design through communicating with industry professionals, reading scholarly texts, and conducting heuristics analyses in order to draft page layouts and a sitemap, redesigning outdated branch website from 2008
- Collaborated with HQ's digital marketing and information-technology teams on website revamp, publishing key design recommendations for improved user interface to prospective client companies, 300 preexisting suppliers, and 70,000 global customers
- Recognized Chinese to English translation inefficiencies in multilingual workplace, creating 40 hour-long English classes segmented into 3 oral proficiencies for 30 ESL co-workers, each gaining mastery of 1000+ words and better comprehension of American culture

2018-Present	**NEXECON CONSULTING GROUP** Project Manager	**Ann Arbor, MI**

- Led team of 4 business analysts to help local nonprofit develop a labor structure for adults with developmental disabilities, ensuring the creation of a meaningful work experience and engaged labor force for sustainable future growth
- Identified relevant niche newsletter opportunities for 1mm+ subscriber daily e-newsletter through customer and market analyses, leading to deployment of two out of three recommended newsletters related to retail and technology for target audience
- Conducted comprehensive cost-benefit analysis of five CRM platforms for local incubator to evaluate optimal system for small-scale application, implementing cost-efficient and user-friendly platform to track post-engagement participant performance

2017-Present	**SWAM CLUB SWIMMING** Treasurer	**Ann Arbor, MI**

- Discovered new revenue streams and employed cost reduction practices, increasing profitability by 150% to demonstrate stability for club-status consideration, provide more social events for members, and hire part-time coach for expert guidance
- Allocated funding towards community development and recruitment efforts, doubling and subsidizing the number of social events by distributing 32% of budget to social expenses, increasing club membership by 26% to 92 swimmers in one semester
- Coached and designed tailored lesson plans to improve technique and increase confidence in the pool for 92 beginner- to advanced-level swimmers aged 17-25, fostering a supportive community of college students passionate for the sport

ADDITIONAL	• Programming Familiarity: C++, Python, SQL, R • Fluent in Mandarin Chinese after interning in Suzhou, CHN and trips to Chongqing, CHN • National Qualifier, Michigan Club Swimming • Excited about music production: storytelling, arranging, sound engineering