

# MELISSA WANG

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## EDUCATION

### UNIVERSITY OF MICHIGAN

Ann Arbor, MI

#### College of Literature, Science, and the Arts

Bachelors of Science in Economics and Computer Science

May 2025

minor in UI/UX Design (University of Michigan School of Information)

**Relevant Coursework:** Microeconomic Theory; Programming and Introductory Data

Structures; Data Structures and Algorithms; Web Design, Development, and Accessibility

## EXPERIENCE

### UNIVERSITY OF MICHIGAN-ADVANCE PROGRAM

Ann Arbor, MI

#### Research Associate

2022 - Present

- Administering surveys throughout campus and constructing climate assessment reports, to measure satisfaction of faculty and present new methods of diversity and excellence
- Creating syntax, building data visualizations, and tabling data using SPSS and R to compile and analyze data on Michigan's recruitment, workplace, retention, and leadership effectiveness

### HARMAN INTERNATIONAL

Novi, MI

#### Pre Engineering and Business Development Intern

2022

- Executed benchmarking and market research on competitor products through analyzing company database, conference meetings with subject matter experts, and testing labs
- Supported team with RFQ process, financial analysis, and resource planning on Japan OEM projects, resulting in new business, and presenting 2022-23 budget plan to upper management
- Individual Project: worked with South America customer based unit to run system demo and constructed pitch deck for TAS700 head-unit with Baby JBL sound system consisting of product analysis, estimated sales, and system architecture mockups, resulting winning project

### REACH CONSULTING

Ann Arbor, MI

#### Consultant

2022 - Present

- Assembled and presented pitch deck for business Auto Group Club's new travel app comprised of market research with competitor analysis, 11 Figma feature mockups, and development pitch, resulting in new software implementations
- Collaborated with team members to construct working Figma prototypes for Auto Group Club's travel app home, search, user, and maps page with UX and algorithmic mindset

### MICHIGAN ADVERTISING & MARKETING

Ann Arbor, MI

#### Creative Design Team Member

2022 - Present

- Organized campus wide scavenger hunt, club partnerships, product shoots, event promotions for local business Washtenaw Dairy, increasing engagement by 15% during winter season
- Conducted team market research analyzing consumer preference, psychographics, and trends, collecting 100+ survey responses to establish appropriate loyalty program implementation

### GIRLS WHO CODE

Novi, MI

#### Chapter Vice President

2019 - 2021

- Developed lesson plans and organized bi-weekly meetings that had over 70 high school students engage in coding activities ranging from Scratch, Python, HTML, and Java, with the purpose to bridge the gender gap in technology and Computer Science
- Expanded efforts to schools in the Metro-Detroit area by fabricating marketing flyers, and designing a curriculum to present to school executives, resulting two new partnerships

## ADDITIONAL

- Coding language proficiency: C++, Java, HTML, CSS, SPSS, R
- Skills: Microsoft Office, Figma, Adobe Illustrator & Photoshop
- Languages: Chinese, English & French
- Rewarded the AP Capstone
- Ask me about: Capstone research, swimming, movies & my odd jobs