

EDUCATION

Cornell University / Arts and Sciences
May 2020 • B.A. Information Science with
UX/Digital Media concentration • GPA: 3.86

Intro to Python, Programming and Design for
the Web, Intro Statistics, Object Oriented
Programming, Networks, Communication and
Technology, Intro to Data Science

EXPERIENCE

ZUU Online Singapore
Summer 2017 • Design & Marketing Intern

- Coded electronic newsletters that were sent to 1000+ clients, increased mailing list sign-up rate
- Analyzed data to create tailored sponsored banner ads for ZUU's clients
- Rebranded business cards, media kit and pop-up banner designs
- Represented ZUU at InvestFair 2017 and secured 100+ new subscribers

VOLUNTEERING

Discovery Science Center
Volunteer • 2015-2016

- Helped children better understand over 30 scientific exhibits and inspired interest in STEM
- Helped organize and conduct Engineer's Week where 100+ STEM professionals analyzed the exhibits

Tustin Library
Tutor • 2013-2016

- Offered free one-on-one tutoring sessions for K-8 students in various subjects

ACTIVITIES

Thread Magazine
2016 - Present • Art Director

- Led the layout design, created graphics and edited all photos for a 65 page issue that is distributed all over campus
- Designed booklet for annual fashion show that marketed the Cornell fashion community to over 2000 attendees
- Led event planning/marketing for launch party, ~125% increase in attendance

Cornell University Sustainable Design
2018 - Present • Marketer & Designer

- Conducted user testing, designed mockups for and helped code a blog that I initiated
- Creating sponsorship booklet to better market CUSD to potential sponsors

Big Red Hacks
2017 - Present • Designer

- Created the theme and marketing materials for Spring 2018 Hackathon

Beckman UNICEF
2012 - 2016 • Publicist / Treasurer

- Designed flyers/posters and managed social media to better market UNICEF's presence on campus
- Raised \$2000+ for Halloween fundraiser

SKILLS

Adobe: Illustrator / Photoshop / InDesign
Sketch
HTML / CSS / Javascript / Java / Python / SQL
Microsoft Office, Keynote
Google Analytics