

Michael Huang

385 Hans Bethe House, Ithaca, NY 14853 | (908) 442-3221 | mh999@cornell.edu

EDUCATION

Cornell University, College of Arts & Sciences | Ithaca, NY
B.A. in Information Science, Minors in Computer Science & Business
GPA: 3.95/4.00; *Dean's List*

Expected May 2020

Hillsborough High School | Hillsborough, NJ
GPA: 4.00/4.00; *National Honor Society, Spanish Honor Society*

June 2016

PROFESSIONAL EXPERIENCE

Interaction Design Lab, Cornell University
UX Research & Web Development Assistant

Ithaca, NY
June 2017 – Present

- Applied a double-diamond framework to the design and development of a web interface for smallholder farmers in Latin America to calculate their annual costs of production, informing long-term investment decisions and empowering fair-price negotiations with stakeholders in the greater supply chain
- Conducted user research and usability testing with target users through ethnographic fieldwork, cognitive walkthroughs, focus groups, and interview sessions
- Implemented front-end for the responsive web interface in HTML, CSS, and JS

Asian & Asian-American Center, Cornell University
Project Management Intern

Ithaca, NY
September 2016 – Present

- Mobilized center initiatives for on-campus diversity forums, alumni programming, and identity advocacy
- Established and facilitated communications with A3C affiliates, including the Office of Academic Diversity Initiatives, Cornell Asian Alumni Association, and over 65 Asian-interest student organizations

College of Human Ecology, Cornell University
Social Media Contributor

Ithaca, NY
November 2016 – May 2017

- Employed user-centered design strategies to improve website navigation and streamline overall information architecture across the College's foremost social media platforms
 - Analyzed click-through rate and average time spent as key performance indicators of organic search, in correspondence with keyword analysis and backlink refinement to increase discoverability and engagement
 - Generated interactive, cross-promotional content to maximize interactions with target audiences, chiefly alumni donors and prospective students
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PROJECTS & EXTRACURRICULARS

Design Lead, Cornell Life Changing Labs

Ithaca, NY

- Spearheaded design direction for Lokals, a web-based travel app for connecting tourists to unique guided excursions led by native residents
- Produced high-fidelity mockups and prototypes as deliverables for the front-end development team

Marketing Chair, Information Science Student Association (ISSA)

Ithaca, NY

- Promoted corporate events, opportunities, and talks through social media outreach to general members
- Mediated communications between the executive board, corporate affiliates, and general members

Webmaster, Language Expansion Program at Cornell University

Ithaca, NY

- Coordinated membership and event logistics through list management software and social media promotion

Project Coordinator, Cornell University Rotaract

Ithaca, NY

- Supported local community service and global humanitarianism as a student chapter of Rotary International
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FOREIGN LANGUAGES, SKILLS, & INTERESTS

Languages: Bilingual in Mandarin, Working Proficiency in Spanish

Technical Skills: Python, Java, HTML/CSS, JavaScript, Adobe Creative Cloud, Sketch, Balsamiq, Framer.js

Soft Skills: User Research, Usability Testing, Wireframing, Prototyping, Market Research

Interests: Cooking, Trail Running, Sustainability, Entrepreneurship, Volunteering