

michael huang

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Education

Cornell University, B.A. Information Science

Concentrations in User Experience & Interactive Tech
Minors in Cognitive Science & Business

Coursework: Introduction to Digital Product Design •
Designing Tech for Social Impact • Intermediate Web
Design & Development • Marketing • Data Science •
Entrepreneurial Strategy for Technology Ventures •
Communications & Technology • Networks • Object-
Oriented Programming & Data Structures

Work Experience

IBM • Incoming UX Design Intern

- Incoming designer accepted to IBM's Maelstrom program for Summer 2018

June 2018 • Austin, TX

Cornell Interaction Design Lab • UX Designer & Front-End Developer

- Applied a double-diamond framework to design and develop a personal finance application for smallholder farmers in Latin America
- Conducted user research and usability testing through ethnographic fieldwork, user interviews, focus groups, and cognitive walkthroughs

June 2017 - Present • Ithaca, NY

Life Changing Labs • Design Lead

- Pro-bono design lead for Lokals, a travel startup connecting tourists to authentic excursions led by local residents
- Produced high-fidelity visual assets and prototyped NUX onboarding flow
- Conducted market research and SWOT analysis to gain insight into target demographics

June 2017 - August 2017 • Ithaca, NY

Skills & Toolkit

Design: Sketch, Figma, InVision, Balsamiq, Principle, Pen + Paper

Programming: HTML/CSS, Java, Python, PHP, SQL

Languages: Bilingual in Mandarin, Working Proficiency in Spanish

Side Projects

Research Connect • Product Designer

- Led design direction for Research Connect, an application to connect college students with on-campus research opportunities
- Worked cross-functionally with developers and product managers to align on metrics of success

September 2017 - Present • Ithaca, NY

Duolingo Games Concept • Designer

- Completed a concept case study on deepening engagement through new interaction patterns and motivators associated with gaming
- Integrated concept into redesign of the existing Clubs feature to better enable user participation

December 2017 • Ithaca, NY

Extracurriculars

Cornell Design & Tech Initiative • Design Mentor & Product Designer

- Mentor for Blueprint, an initiative to teach aspiring designers and developers about product development through mentorship, workshops, and activities
- Participate in weekly design critiques and stand-ups to provide feedback and align with team members

September 2017 - Present • Ithaca, NY

Cornell AppDev • Product Designer

- Currently designing a campus tour application to facilitate exploration and navigation for prospective college students
- Collaborate alongside developers to explore and integrate emergent technologies such as AR for a richer, more personalized tour experience

February 2018 - Present • Ithaca, NY

Information Science Student Association • Marketing Chair

- Developed a marketing strategy with social media outreach to promote opportunities, tech talks, and social events

May 2017 - Present • Ithaca, NY