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 • Product Design Intern

• Currently building a design management system solution for design and business leadership

June 2018 - Present • Austin, TX

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

• Applied a double-diamond framework to design a personal finance tool for rural farmers in Peru

• 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 visual assets and prototyped the 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, Origami Studio, Pen + Paper
Programming: HTML/CSS, Python, Java, PHP, SQL
Languages: Mandarin, Spanish

Side Projects

Research Connect • Product Designer

• Led design for Research Connect, an application to connect college students with on-campus research opportunities

• Iterated through an end-to-end design process with cross-functional team of developers and PMs

September 2017 - Present • Ithaca, NY

Duolingo Games Concept • Designer

• Completed a concept case study on deepening engagement through interaction paradigms and motivators associated with gaming

• Integrated concept into redesign of the Clubs feature to encourage user participation

December 2017 • Ithaca, NY

Extracurriculars

Cornell Design & Tech Initiative • Design Mentor & Product Designer

• Mentored for Blueprint, an initiative to educate aspiring designers and developers on the product development process

• Participated in weekly design critiques to seek and provide feedback for teammates

September 2017 - Present • Ithaca, NY

Cornell AppDev • Product Designer

• Designed a campus tour application to facilitate exploration and navigation for prospective college students

• Collaborated with developers to explore and integrate emergent AR technology for a richer, more personalized tour experience

February 2018 - Present • Ithaca, NY

Information Science Student Association • Marketing Chair

• Crafted marketing mix to boost engagement for professional and social events; led efforts to build out a more cohesive brand identity

May 2017 - Present • Ithaca, NY