

# Michael Huang

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## 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

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## 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 (jQuery)

**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

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

Ithaca, NY  
September 2016 – May 2017

- 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
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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