

# 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 UX design intern 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 traveler 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: Mandarin, Spanish

## Side Projects

### Research Connect • Product Designer

- Led design direction for Research Connect, an application to connect college students with on-campus research opportunities
- Iterated through an end-to-end design process with active communication to developers and PMs

September 2017 - Present • Ithaca, NY

### Duolingo Games Concept • Designer

- Completed a concept case study on deepening engagement through the interaction patterns and motivators associated with gaming
- Integrated concept into redesign of the Clubs feature to facilitate increased 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 activities, workshops, and advice
- Participated in weekly design critiques and stand-ups to provide feedback for and align with 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 closely 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 strategy and campaigns to build a cohesive brand identity and promote opportunities, tech talks, and social events

May 2017 - Present • Ithaca, NY