MICHELLE CHU

EMAIL
michellechu77@gmail.com

MOBILE
(469) 855-9628

LOCATION
New York, NY

LANGUAGES	Ruby, Javascript (jQuery), HTML, CSS
FRAMEWORKS	Rails, Sinatra
DATABASE/ORMS	PostgreSQL, ActiveRecord, SQlite3
TESTING	RSpec, Jasmine, A|B Testing
METHODOLOGIES	TDD, OOP, OOJS, MVC, Agile, Pair Programming
TECHNOLOGIES	AJAX, Bootstrap, Github, git
SOFTWARE	FinalCut Pro, Photoshop, Google Analytics
PROFESSIONAL SKILLS	Team Leadership, Public Speaking, Content Management, Six Sigma Yellow Belt

EXPERIENCE

IT BUSINESS ANALYST
The Hartford Financial
February 2014 - July 2014

- Triaged over 1,500 customer feedbacks regarding UX and UI.
- Mapped process flows for 6 major functionalities of the online customer site.
- Led weekly management meetings between the business development and technology teams.

CHANGE MANAGER
The Hartford Financial
July 2013 - February 2014

- Managed 26 change leaders to implement a rollout of new, internal software.
- Created a change management plan for 600+ stakeholders utilizing the ADKAR methodology.

WRITER
EDMTunes
November 2013 - Present

- Contributed over 150 reviews, previews, interviews, and general articles about electronic music news with the site averaging 2 million pageviews a month.
- Build relations with artists and industry players as an EDMTunes liaison at events.

SOCIAL MEDIA EDITOR and REPORTER
Reporting Texas
January 2013 - June 2013

- Created and executed a social media strategy which increased unique visitors by 50% and monthly pageviews to around 8,200.
- Published 12 articles on the site; 1 of which was published in the Austin American-Statesman.

INTERESTS

BLOGGING
MUSIC DISCOVERY
MUSIC FESTIVALS
INTERNATIONAL TRAVEL
FOOTBALL
READING FICTION

PROJECTS

GOBUG | code - Developer and Product Lead for a Rails app for discovering unique travel experiences and building budget-based itineraries. Built in one week using Ruby, JavaScript, Open Currency Rate and Google Places API, and Bootstrap.

BEERDED HAPPINESS | code - Developer and Product Lead for a mobile-first Rails app for faciliatating the queueing process for beer pong events. Built in two days using Ruby, ActiveRecord, and Twilio.

PXLJAM | App Store - Designer and Marketer for a photo-sharing iOS app that bridges fans and artists together to provide 360-degree concert experiences.

CONNECT

LINKEDIN
GITHUB
TWITTER
FACEBOOK
EDMTUNES
SOUNDCLOUD

EDUCATION

DEV BOOTCAMP - October 2014
19-week, intensive web development program focusing on Ruby on Rails and JavaScript.

THE UNIVERSITY OF TEXAS AT AUSTIN - May 2013
Bachelor's Degrees: Multimedia Journalism, Management of Information Systems, and Business Honors

CHINESE UNIVERSITY OF HONG KONG - Fall 2011
International Studies for Business and Communications