MICHELLE TAI

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EDUCATION

Carnegie Mellon University
Pittsburgh, PA | AUG 2013 – MAY 2017
Bachelor of Science, Business Administration
Additional Major, Human Computer Interaction
Dean's List F14 F15 S16, GPA 3.63

SKILLS

Software
Adobe Creative Suite (Ai, Id, Lr, Ps)
Microsoft Office (Excel, Word, PowerPoint)
Sketch
InVision
Balsamic
Keynote
Autodesk 123D Design
AutoCAD

Development
HTML/CSS/JS
WordPress
Python
Django
R

HCI
Rapid Prototyping
Storyboarding
Sketching
HCI Research Methods
Service Design Thinking
Photography

COURSEWORK

User Centered Research and Evaluation
Programming User Interfaces
Applied Fabrication Techniques
Cognitive Psychology
Communication Design Fundamentals
Fundamentals of Programming and Computer Science
Principle of Functional Programming
Principle of Imperative Computation

ACTIVITIES

F15 Business Presentations TA
S16 Management Presentations TA
S16 Intermediate Macroeconomics Grader
Alpha Phi Omega, Kappa Chapter (ΑΦΩ−Κ)
Carnegie Mellon Business Association
Spring Carnival Committee
Undergraduate Marketing Organization
Undergraduate Student Senate

EXPERIENCE

American Cancer Society | Project Lead
PITTSBURGH, PA | Jan 2017 - CURRENT
Goal to redesign Cancer Survivors Network site to be mobile-friendly to better support individuals in existing cancer support communities. Conducted user research and competitive analysis as a way to learn about usability of ACS competitors. Used rapid prototyping to test usability of potential design.

CMU LTI | Research Assistant
PITTSBURGH, PA | AUG 2016 - Dec 2016
Designing interface for Amazon Mechanical Turk users to conduct verbal dialogue annotations for Rapport-Aligning Peer Tutor (RAPT) project.
Research supervisors: Professor Justine Cassell, PhD candidate Michael Madaio

CMU HCII | Research Assistant
PITTSBURGH, PA | JAN 2016 – MAY 2016
Conducted literature reviews, contributed to study design for a project exploring collaborative innovation with productive fixation as a mechanism for coordinated exploration. Collected, coded, and analyzed 20+ in-person sessions and 250+ Amazon Mechanical Turk data points.
Research supervisors: Professor Aniket Kittur, Postdoc Joel Chan.

CMU HCII ProtoLab | Research Assistant
PITTSBURGH, PA | OCT 2015 – DEC 2015
Explore how synthesis, often with many limitations, can be distributed across many people in real-time. Design brainstorming interface for crowdsourcing brainstorming ideas.
Research supervisors: Professor Steven Dow, Postdoc Joel Chan.

Pittsburgh Symphony Orchestra | Project Lead
PITTSBURGH, PA | OCT 2015 – DEC 2015
Aimed to retarget marketing strategy to include college student population. Conducted primary (online surveys, interviews specific to CMU Music Department and CMU students as a whole) and secondary research to develop and pitch 5 distinct recommendations regarding product development, product positioning, and social media marketing to Senior VPs.

FunMobility | Marketing Intern
SAN RAMON, CA | JUN 2015 – AUG 2015
Conceptualized sales team workflow for client and designed high-fidelity mobile prototype demoed to current and potential clients. Redesigned monthly newsletter template to be responsive across all devices. Used CRM softwares (Marketo and Salesforce) to create 2 webinar events, track 100+ potential leads weekly, and analyze engagement. Drafted and published mobile marketing content on CMS (WordPress) to generate lead nurture.

Faithful Eng. Prods. Co. Ltd. | Sales Intern
NEW TAIPEI CITY, TW | JUN 2014 – AUG 2014
Wrote copy and content for new product line. Drafted presentation material and managed internal proofreading for all business units.