

# 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

### HCI

Rapid Prototyping  
Storyboarding  
Sketching  
HCI Research Methods  
Service Design Thinking  
Photography

## COURSEWORK

Design for Service  
User Centered Research and Evaluation  
Programming User Interfaces  
Interaction Design Studio  
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-K)  
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.