

MOLLY YEE

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UNIVERSITY OF CALIFORNIA, BERKELEY
B.A. Interdisciplinary Studies, concentrations in
Design Thinking and Human Cognition

Summer 2017
Major GPA: 3.75
GPA: 3.31

EXPERIENCE

Innovative Design – Web Designer

Berkeley, CA | Jan 2017 – Present

- ❖ Currently designing websites for the Association for India's Development and the History of Art Student Association

Bank of the West – Product Development Intern

San Ramon, CA | Jun 2016 – Aug 2016

- ❖ Developed a preliminary business case for an ideal checking account targeting millennials. This business case supported Bank of the West's pilot University program at UC Berkeley
- ❖ Created user personas and customer journey maps, synthesized a list of key features for the checking account, and conducted competitive analysis research
- ❖ Conducted UX research through surveys, interviews, and focus groups

Kitchen @ 812 – Design Intern

San Pablo, CA | Feb 2016 – May 2016

- ❖ Designed 2 websites, 6 logos, conducted photoshoots of clients' products, and created pricing and marketing strategy recommendations for 2 clients

Badger Maps – Marketing Intern

San Francisco, CA | Oct 2014 – Jan 2015

- ❖ Generated SEO strategies and content marketing material
- ❖ Launched a Facebook pay-per-click campaign that doubled company sales and increased web-page impressions by 25%

Phi Beta Lambda Consulting – Project Manager

Berkeley, CA | Aug 2014 – Dec 2014

- ❖ Managed and mentored 8 consulting analysts in 2 client projects: developing a go-to marketing strategy targeting SMB's for a local customer loyalty Wi-Fi provider, and designing a campus outreach program for a tech start-up

Empathy FX – Member

Dominase, Ghana | Jun 2014 – Jul 2014

- ❖ Fundraised \$3,500, built 1 school, taught 30 Ghanaian village children English and Math, and provided medical examinations 120+ villagers in Dominase, Ghana

PROJECTS

Snickerdoodle – Product Dev

Fall 2016

Led a team of four in creating a card game designed to enhance creative thinking in 2nd and 3rd graders

Hustle – UI/UX Designer

Fall 2016

Prototyped a mobile workout app to help people exercise consistently

SKILLS

Sketch, Figma, Balsamiq, inVision, Illustrator, Photoshop, Lightroom, Indesign, Powerpoint, Excel, HTML5, CSS3, UX research, customer journey mapping, heuristic evaluations, A/B testing, agile processes

FUN

Mixing and producing music, drawing, writing comedy sketches, photography, tutoring, theatre, acting, surfing, entrepreneurship, The Office, SNL