MOLLY YEE

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UNIVERSITY OF CALIFORNIA, BERKELEY	May 2017
B.A. Interdisciplinary Studies, concentration in	Major GPA: 3.75
Design Thinking and Human Cognition	GPA: 3.31

EXPERIENCE

Innovative Design - Web Designer — Spring 2017
- ❖ Currently designing websites for a community service philanthropy organization and the history of art student association with Cal's student-run design club, Innovative Design

Bank of the West- Product Development Intern — Summer 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- Business Analyst — Spring 2016
- ❖ Managed two client accounts: designed 2 websites and several logos, shot photos of clients' products, created pricing and marketing strategy recommendations, conducted competitive landscape research

Badger Maps – Marketing Intern — Fall 2014
- ❖ Generated SEO strategies and content marketing material
- ❖ Launched a Facebook PPC campaign that increased company sales by 100% and increased web-page impressions by 25%

PBL Consulting – Project Manager — Fall 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 — Summer 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 — Fall 2016
Led a team of four in developing a card game designed to enhance creative thinking in 2nd and 3rd graders

Hustle — Fall 2016
UI Designer on a team that prototyped a workout app to help people work out 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

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