

# RACHEL LEE

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## SUMMARY

I am seeking a role at an innovative and collaborative company that has a research-based approach to building user interfaces, developing marketing plans, and creating web products. I have strong skills in research, client interaction, and design. I am extremely enthusiastic and curious – a creative problem solver, analytical thinker, and idea generator.

## EDUCATION

**University of Washington**, Seattle, WA

B.S. Psychology (Honors, 3.57/4.00) and B.A. Sociology (Honors, 3.76/4.00), June 2014

- Honors Thesis: *"An Investigation of the Impact of Focused-Breathing Meditation on Impulsivity in Emerging Adults"*
- Dean's List (2009-2014), Alpha Kappa Delta (Honors Society), Phi Eta Sigma (Honors Society)

**UW Rome Center**, Rome, Italy

- Ancient and Contemporary Religious Studies (4.00/4.00), March 2011 to June 2011

## EXPERIENCE

**Web Development and Marketing Strategy Consultant**, Seattle, WA

**Founder, Lead Consultant**, June 2014 to Present

- Learned HTML5, CSS3, Jekyll, PHP, and Responsive Design
- Analyzed competitors and target online customers to create marketing and promotional strategies, including website design, naming, photography, and print media
- Created optimized website structure and sophisticated design for pilot programs launched by three clients
- Increased sales for one client by 50%

**Honors Program at the University of Washington Psychology Department**, Seattle, WA

**Honors Researcher**, December 2012 to June 2014

- Developed an original research question that had never been tested
- Designed original testing method and process for impulsivity, mindfulness meditation, and reward measures to test hypotheses and evaluated best method of multivariate analysis
- Managed and trained 10 technicians in conducting laboratory research on 103-person test group and presented analysis to senior faculty and collegiate community at research conference
- Used SPSS syntax to synthesize research data from 5 separate data sets and improved experimental design by eliminating testing errors

**Evidence Based Treatment Center**, Seattle, WA

**Managing Intern**, June 2012 to March 2013

- Assisted clinicians with implementing exposure treatments for patients with psychological disorders (i.e. Social Anxiety)
- Spearheaded efforts to digitize historical business data management system to reduce business expenses and improve operations and client management systems across laboratories
- Collaborated with technicians to launch new user feedback service to ensure customer satisfaction and support

**Infant Brain Imaging Study Lab**, Seattle, WA

**Research Lab Assistant**, June 2012 to January 2013

- Prepared participant visits by recording patient information and arranging assessments corresponding to various age groups and arranging proper assessments
- Ensured accuracy and organization of data into the IBIS network database, following proper confidentiality protocol
- Collaborated with research coordinators and research assistants to ensure database accuracy and completeness
- Created and updated organizing system of hard copy data gathered from patients

## SKILLS & INTERESTS

- Web design (HTML5, CSS, Jekyll, Responsive Design, Git, Google Analytics), Adobe Photoshop, Adobe Illustrator, Market/Customer Analysis, Marketing Strategy Development, Microsoft Office
- Languages: fluent in Mandarin, intermediate proficiency in Spanish
- Calligraphy, hiking, backpacking, photography, gardening