

RAYA T. LEE

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EDUCATION

University of California, Berkeley *pursuing B.A. in Cognitive Science*

Berkeley, CA

Certificate in Design Innovation, Minor in Data Science

May 2023

- **Cumulative GPA: 3.90**
- **Coursework:** Foundations of Data Science, Essential Tools for Data Scientists, Structure and Interpretation of Computer Programs, Design Methodology, Digital Marketing
- **Skills:** Microsoft Excel (VLOOKUP, Pivot Tables, If Statements), Powerpoint, Market Research, Figma, A/B Testing, Usability Testing, Google Suite, Slack, Google Analytics, SEO Optimization, Python, Google Ad Manager, Facebook Ad Manager

PROJECTS

Startup App - Your Purrfect Match

Berkeley, CA

Research Lead

Sept 2020 – Dec 2020

- Created business model, value proposition, and customer profiles to optimize for the best pet discovery app
- Conducted research on competitors and market trends to close the gap and create a product that solves user needs
- Developed and presented pitch decks to illustrate the problem, storyboard the solution, and display the design of the prototype
- Designed high fidelity mockups and wireframes in order to moderate 4 usability tests and gather qualitative data to improve features and functionality of the design; created the final product on Figma

UX Research - Gestalt Principles

Berkeley, CA

Research Lead

Sept 2020 – Dec 2020

- Designed an A/B test to measure the effectiveness of gestalt principles (proximity, similarity, continuity, symmetry) on user retention and experience by creating 4 high fidelity web pages using Figma
- Created and conducted a follow-up survey to gather qualitative and quantitative feedback and test multiple hypotheses

EXPERIENCE

Studio 71 | Digital Media Entertainment

Beverly Hills, CA

Business Development Intern

Sept 2020 – Nov 2020

- Grew engagement (subscribers, shares, views) and drove revenue for rising talent on Prime Video, Snapchat, PlutoTV, and Facebook by conducted qualitative and quantitative research on emerging trends to distribute relevant content
- Identified potential partnerships on TikTok and Youtube by compiling lists and organizing account data on Excel to
- Studied client profiles and listened in on client meetings to align with their goals and provide feedback internally

Ad Operations Intern

Jun 2020 – Aug 2020

- Successfully delivered 15 campaigns for McDonald's, Hyundai, and Nickelodeon from inception to execution through forecasting, reserving inventory, trafficking with 3rd party tags, and creating reports to meet client expectations
- Boosted The Umbrella Academy kickstarter campaign on Facebook and Instagram to 1,000,000 impressions and 15,000 signups by researching audience interests and optimizing keywords to target relevant audience/location
- Created one-page quarterly benchmark report by analyzing video content data (YouTube, OTT) via pivot tables on Excel

TomoCredit | Fin-Tech

San Francisco, CA

Product Growth Intern

Apr 2020 – Sept 2020

- Conducted market research on 65 college students through creating surveys, inquiring about their financial status and knowledge on credit cards to understand how to market the product, leading to a +40% increase in signups
- Accumulated 35,000+ views on TikTok by curating engaging content to promote financial literacy and create brand awareness

HIGHLIGHTS

- **Languages:** Conversational fluency in Mandarin Chinese, Basic proficiency in Spanish
- **Interests:** TV/Film, Mental Health Awareness, Criminal Justice, Snowboarding, Indie/Hip-Hop Music, Thrifting