

Shirley Chen

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EDUCATION

University of Toronto | Toronto, ON

2021 - Present (Expected Graduation 2025)

Bachelor of Information (Focus in Human Centered Design and Data Analytics)

- **cGPA:** 3.6

Coursework: UX Design Studio, Probability and Statistics, Data Analysis/Visualization Methods, Special Topics in AI, Discrete Mathematics, Computational Theory and Reasoning, Software Design, Information Policy, Cognitive Science, Linear Algebra

SKILLS & CERTIFICATIONS

- **Skills:** Python, SQL, R, HTML, CSS, JavaScript, Git, Tableau, Figma, Microsoft Office Suite (Excel, Powerpoint, PowerBI), Adobe Creative Suite, LaTeX, OOP and SOLID, UX/UI design principles and methods, Miro
- **Certifications:** Google Cloud Skills Boost: Generative AI, Udemy Complete SQL Bootcamp Certification

EXPERIENCE

Educational Technology Assistant | University of Toronto Engineering Career Centre

Toronto, Ontario, Canada

September 2024 - Present

- Designs and maintains e-learning resources for UofT's Introduction to PEY Co-op and Preparatory Program courses, utilizing HTML, CSS, and user-focused design principles to enhance functionality and accessibility
- Collaborates with the Student Development and Career Programming (SDCP) team on recruitment preparation programs, supporting course delivery, administrative tasks, and cross-functional project coordination
- Conducts data analysis on course performance and survey results, providing and researching actionable insights to improve program outcomes

Director of Marketing | UofT AI

Toronto, Ontario, Canada

June 2024 - Present

- Manages the marketing team to plan and develop multimedia content for the organization's social media channels, website, and newsletter to enhance user engagement and illustrate a consistent visual branding and identity
- Designed and implemented cohesive visual brand guidelines for Instagram (**@uoftaigroup**) and LinkedIn content for **5600+ followers**, incorporating current design trends and platform-specific aesthetics

Technology Architecture Analyst | Accenture

Toronto, Ontario, Canada

June 2024 - August 2024

- Analyzed and captured project requirements during meetings, updated status reports and ensured accurate documentation and alignment with client expectations
- Collaborated with a cross functional team to design and deploy business architecture frameworks, maintaining seamless integration with existing systems
- Managed project timelines and deliverables, documenting the progress of technology initiatives

Director of Partnerships | Students in Data Science and Statistics (SDSS) UofT

Toronto, Ontario, Canada

Sep 2023 - Present

- Leads the finance team to develop partnership expansion strategies and the organization's long-term goals to grow the community and interest of statistics and data science among the University of Toronto student population
- Cultivates and maintains strong relationships with external partners, stakeholders, and industry leaders to enhance collaborative opportunities for events accessible to **120+ general members**

PROJECTS

Subscriptions Super Simplified (Miro, Figma) - UX Researcher, Designer

Oct - Dec 2023

- Researched and designed subscriptions management app aimed at resolving common user challenges within subscription services (cancellation, reminders, modification, etc.)
- Conducted statistical analysis on primary research to **identify patterns, trends, and quantify relationships between variables within the dataset** and develop **predictive models**
- Applied UX design principles and research methods such as **usability testing, low and mid fidelity prototyping, empathy mapping**, etc. to ensure a user centric approach