Shirley Ma 847-990-0311 | sm142@illinois.edu | Portfolio | Linkedin | Github

#### Education

#### University of Illinois at Urbana-Champaign

Bachelor of Science in Computer Science + Advertising

#### **Relevant Courses**

Programming and Intro Data Structures | Introduction to Computer Systems | Database Systems | Discrete Math Introduction to Algorithms & Models of Computation | Consumer Insight | Advertising & Brand Strategy

#### **Relevant Skills**

Technical: React, Python, C, C++, Java, Swift, HTML/CSS, AWS, SQL, Figma, Github

Language: Mandarin, Cantonese, Korean

# **Experience**

### **GE Appliances**

Digital Technology Intern

August 2025 - December 2025

• Working with the Data Governance & MDM team to build 5-10 data quality rules and resolve issues

## **Publicis Sapient**

Software Engineering Intern

June 2025 - August 2025

Expected May 2026

GPA: 3.90/4.00, Dean's List

- Produced a PIM system that leveraged AI to help marketers generate personalized, consistent, and quick copy
- Implemented a full-stack financial chatbot, Finn, that educated and encouraged non-experts to begin investing
- Created definitions, side panel widgets, and 'Ask Finn' functionalities on a scalable, UI-friendly website

#### 24/7 Teach

Web Development Intern

November 2024 - March 2025

- 24/7 Teach is a company committed to making education accessible for everyone through online courses
- Built the functionality and implemented the design of a 'forgot password' and 'reset password' page for an AI chatbot

## **Playing With Beta Translation Research**

August 2022 - April 2023

Research Assistant

- Upgraded visual appeal of educational card game, Tower of Babel, to familiarize college students with archival research
- Surveyed 45+ users on their gaming experiences and conducted in-depth research on web design and accessibility
- Tailored four different UI/UX mock-ups which gamified previous designs and implemented personalization features

## **Projects**

Fridge2Fork
Full-Stack Developer

January 2025 - May 2025

- Developed an app that helps college students generate easy to make recipes from leftover fridge ingredients
- Designed and implemented functionality of login, create account, grocery, preferences, and fridge pages

## Leadership

**Project: Code** 

August 2024 - December 2024

Project Manager

- Led the development of a Language Exchange website to connect international and American-born UIUC students
- · Coded features such as email verification, storing user information in a database, and algorithmic matching

Zero2One August 2024 - Present

Development Team Co-Director

- Engineered a Canvas-like platform to help student entrepreneurs stay on top of their tasks and access helpful resources
- Refined the design and functionality of the official Zero2One website to improve readability and user experience

# National Organization for Business and Engineering: Illinois Chapter

August 2024 - Present

Technology Committee Chair

- Interviewed 30+ candidates, assessing their skills and evaluating how they would contribute to our team
- Managed 35+ members of the tech committee including clients, project managers, and team members
- Improved team member retention rate from 30% to 90%