Emily Vu

EXPERIENCE

Product Association @ UCI, *VP of Design & Cofounder*

JULY 2020 – PRESENT | IRVINE, CA

- Leading 20+ students in fellowship program focusing on the product lifecycle and building a product from ideation to launch
- Developed product design curriculum for UCI's 1st undergraduate product club to teach student fellows about creating innovative solutions to challenging problems through iterative design thinking processes, principles, and tools
- Writing club's weekly newsletter with an average open rate of 60-65% every week and over 300 subscribers

UCI Physics and Astronomy, *Machine Learning Researcher*

JULY 2020 – PRESENT | IRVINE, CA

- Classifying over 50,000 galaxy images taken from the Spitzer space telescope imaging base
- Building and training convolutional neural networks using Python, Tensorflow, and Keras to scan and classify galaxies
- Aiming to increase image classification from 95% to 97% accuracy and reduce classification time by 23%

Shoelace Wireless, *Data Analytics Intern*

APR 2019 – SEPT 2019 | IRVINE, CA

- Developed a Python program to recommend a data plan that best optimizes a user's data usage and reduces costs
- Analyzed and graphed the cellular data and Wi-Fi history of users to extrapolate future data usage predictions
- Increased click through rates by 300% and ad viewership to over 10,000 people from self-produced Facebook Ads

ARTEM (Startup), *Founder and CEO*

NOV 2017 – DEC 2018 | IRVINE, CA

- Built an online social e-commerce platform for students to buy, sell, share, and discover artwork from local small artists
- Achieved 1st place prize in 2018 UCI New Venture Competition against 400+ students and PhDs, and was awarded $10,000 and placement into UCI Applied Innovation's Wayfinder Incubator
- Hosted 2 promotional art events with over 60 attendees to market the launch of ARTEM and a zine release

EDUCATION

University of California, Irvine

B.S. in Physics, Computational
Cumulative GPA: 3.3

SEPT 2017 – JUNE 2021

AWARDS

1st Place Winner of 2018 UCI New Venture Competition

Best Growth Strategy for 2018 ANTrepreneur Awards

TOOLS & SKILLS

Tools: Trello, Notion, Substack, Figma, Sketch, Excel, Python, Jupyter Notebook

Skills: Programming, data analytics, web design, UI/UX research, interviews, personas, competitive analysis, wireframing, rapid prototyping, project management, public speaking

MUSIC & INTERESTS

Music: Le Couleur, Pink Floyd, Grimes, Lana Del Rey, Tame Impala, The Marías, Paradis, Kaytranada, ODESZA

Interests: Spotify playlists, jazz piano, surrealistic fiction, graphic design, digital illustration, street photography, filmmaking, surfing, snowboarding