

TIFFANY LIU

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(412) 313-1825

EDUCATION

Carnegie Mellon University

2016 - 2020

Bachelor of Science
in Business Administration
Add'l Major in Human-Computer
Interaction

GPA **3.69 / 4.00**

Dean's List Spring 2017 & 2018

COURSEWORK

Programming Usable Interfaces
Fundamentals of Programming
Publishing on the WWW
Business Communication
Marketing
Regression Analysis

SKILLS

Technical

Python
HTML & CSS
Microsoft Excel

Design

Illustrator
InDesign
PhotoShop
Adobe XD
Sketch
InVision

User Experience

Storyboarding
Wireframing
Prototyping
User Testing

PROFESSIONAL EXPERIENCE

Digital Marketing Intern, Ford Motor Company

Jun 2018 - Aug 2018

- Conducted competitive analysis on 4 peer platforms to identify key features for new FordGo e-commerce platform; performed 6 rounds of iterative user testing research on platform layout and functionality
- Produced weekly reports on Ford brand and car-series performance based on 6 media evaluation standards
- Attended daily meetings to analyze SEM efficiency analysis and make adjustments to 60+ keywords

Brand Developer and Web Designer, White Porcelain Apparel

(White Porcelain Apparel is an apparel startup focusing on streetwear)

Mar 2018 - Present

- Established brand identity and position through evaluating market trends and 10+ competitors; translated brand analysis into website design goals
- Designed and built brand website through Shopify platform and HTML/CSS modifications
- Currently preparing go-to-market plan for 200-piece merchandise release in November 2018

Business Projects Intern, Michelin

Jun 2017 - Jul 2017

- Conducted 2 client interviews to identify user needs for asset maintenance and operations management; translated client reports into feature suggestions for service systems
- Researched competitor and industry trends toward digital solutions for Marketing and Research Team's service project proposal
- Drafted year-to-year product pricing and sales breakdown report for Michelin tire lines

LEADERSHIP & EXTRACURRICULAR

VP of Communications, American Marketing Association

Sept 2017 - Present

- Planned and promoted internal events for 12 organization members, including professional development workshops, company networking events, and regional conferences
- Created marketing campaigns and material for organization events
- Maintained website and social media presence

Designer, TEDxCMU

Sept 2017 - Present

- Designed print and online materials for annual conference that reaches audience of 400+
- Working towards standardizing the visual identity of annual conference themes and organization as a whole