

TIFFANY YANG

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EDUCATION

Hong Kong University of Science & Technology (HKUST) Dual Degree Program in Technology & Management (Integrative Systems & Design + Business) TGA (Spring Term 2021): 4.1/4.3 CGA: 3.767/4.3 Awards: Dean's List Spring 2020-21 & HKUST University Scholarship Holder	Hong Kong 2020~
BINUS School Simprug IB Diploma Score: 43/45 (<i>Top 1.99% Worldwide</i>) Valedictorian for 2020 Graduating Batch in BINUS School Simprug	Jakarta, Indonesia 2009-2020

WORKING EXPERIENCE

Social Career: UI/UX Design Intern <ul style="list-style-type: none">Conducted comparison analysis on CRM solutions for Social Career partners and market research on SEO marketing toolsRe-designed new website mockups in Figma & test build key features on Webflow	Jun 2021- Aug 2021
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EXTRACURRICULARS & LEADERSHIP ACTIVITIES

UBS X HKUST Cloud Datastore Technology Analysis Corporate Project: Desktop Researcher <ul style="list-style-type: none">Profile leading Cloud database alternatives for document stores and make recommendations on most suitable platform through price-performance comparison and coding performance load testing	Nov 2021 - Jan 2022
J.P. Morgan Fintech Mentorship Program: Wealth Management Trainee <ul style="list-style-type: none">Conducted independent research on wealth management ecosystem offerings, e-trading platforms and retail investors' preferences in Hong KongDesigned interactive user interface for J.P. Morgan's proprietary E-Trading platform optimizing for the target demographic's consumer behaviours	Oct 2021 - Jan 2022
180 Degrees Consulting Club: External Relations & Engagement Director <ul style="list-style-type: none">Led the development and delivery of outreach and marketing plan in line with 180DC's strategic priorities and branding goalsIncreased impressions and profile visits of Instagram account by 479% and 504% respectively	July 2021- Current
Pinocchio (Mental Health Forum): Co-Founder & UI/UX Designer <ul style="list-style-type: none">Co-led a team of 14 members to launch the first mental health online forum in HKUSTDeveloped strategic plans to introduce mental health awareness in university campus and led business pitch to investors, successfully securing a funding of HK\$35,000	Jan 2021- Current
Hongik (Korean F&B Wholesale) Retail: Student Project Consultant <ul style="list-style-type: none">Worked with 4 other student consultants in crafting a go-to market strategy and product prioritization for market-entry into Hong Kong and Southeast AsiaDesigned a comprehensive APAC market entry playbook including strategic recommendations on launching their new products and go-to marketing strategies	Sep 2021- Jan 2022
VIRO (Hong Kong-Based Tech Startup): Student Project Consultant <ul style="list-style-type: none">Performed extensive market research, situational, and feasibility analysis to design a value proposition for the company's services	Oct 2020 - Dec 2020

SKILLS, ACTIVITIES & INTEREST

Languages: English (Native), Bahasa Indonesia (Native), Chinese (Elementary), Korean (Elementary)

Achievements & Awards:

- Hong Kong Champion 2022 APAC J.P. Morgan Private Bank Challenge**
- TOP 10 HKDAS Hackathon Winner** (Hong Kong Digital Assets Society) - **VC Pitch Competition**
- TOP 6 HULT Prize HKUST Project Pitch**
- Finalist HKUST Sustainable Campus Competition (SSC)**

Other Interests:

- J.P. Morgan 2022 APAC Finance for Non-Finance Training Program**
- Deloitte Virtual Experience Program Participant 2020** for **Tech Consulting** Virtual Internship
- Student Consultant at **International Consulting Club (2020- Present)**