

# TIFFANY YANG

Tel: +85294302981 | WA: +6281288882003 | Email: [tyangaq@connect.ust.hk](mailto:tyangaq@connect.ust.hk) | [LinkedIn](#) | [Github](#)

## EDUCATION

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

## WORKING EXPERIENCE

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

<b>UBS X HKUST Cloud Datastore Technology Analysis Corporate Project: Desktop Researcher</b> <ul style="list-style-type: none"><li>Profile leading <b>Cloud database</b> alternatives for document stores and make recommendations on most suitable platform through <b>price-performance comparison</b> and <b>coding performance load testing</b></li></ul>	Nov 2021 - Jan 2022
<b>J.P. Morgan Fintech Mentorship Program: Wealth Management Trainee</b> <ul style="list-style-type: none"><li>Conducted <b>independent research</b> on <b>wealth management ecosystem offerings</b>, e-trading platforms and retail investors' preferences in Hong Kong</li><li>Designed <b>interactive user interface</b> for <b>J.P. Morgan's proprietary e-Trading platform</b> optimizing for the target demographic's consumer behaviours</li></ul>	Oct 2021 - Jan 2022
<b>180 Degrees Consulting Club: Internal Relations &amp; Engagement Director</b> <ul style="list-style-type: none"><li><b>Led the engagement team</b> for the development and delivery of <b>outreach and marketing plan</b> in line with 180DC's strategic priorities and branding goals</li><li>Increased impressions and profile visits of Instagram account by <b>479%</b> and <b>504%</b> respectively</li></ul>	July 2021 - Current
<b>Pinocchio (Mental Health Forum): UI/UX Designer &amp; Co-Founder</b> <ul style="list-style-type: none"><li><b>Co-led</b> a team of <b>14 members</b> to launch the <b>first mental health online</b> forum in HKUST</li><li>Developed strategic plans to introduce mental health awareness in university campus and <b>led business pitch to investors</b>, successfully securing a funding of <b>HK\$35,000</b></li></ul>	Jan 2021 - Current
<b>Hongik (Korean F&amp;B Wholesale) Retail: Student Project Consultant</b> <ul style="list-style-type: none"><li>Worked with 4 other student consultants in crafting a <b>go-to market strategy</b> and <b>product prioritization</b> for market-entry into Hong Kong and Southeast Asia</li><li>Designed a comprehensive <b>APAC market entry playbook</b> including <b>strategic recommendations</b> on launching their new products and go-to marketing strategies</li></ul>	Sep 2021 - Jan 2022
<b>VIRO (Hong Kong-Based Tech Startup): Student Project Consultant</b> <ul style="list-style-type: none"><li>Performed extensive <b>market research, situational, and feasibility analysis</b> to design a <b>value proposition for the company's services</b></li></ul>	Oct 2020 - Dec 2020
<b>Energy Alternative Club: Service Coordinator</b> <ul style="list-style-type: none"><li>Researched and built products powered by <b>environmentally friendly sources</b> weekly. Examples include solar nocturnal light bulbs and piezoelectric shoes.</li><li><b>Led a team of 20+ students</b> to construct <b>97 solar light bulbs</b> and donated it to rural villages in Sumba, Indonesia</li></ul>	Sept 2018 - July 2019

## ACHIEVEMENTS & AWARDS

<b>Hong Kong Champion 2022 APAC J.P. Morgan Private Bank Challenge</b> <ul style="list-style-type: none"> <li>Designed <b>diversified portfolio</b> based on full-spectrum endowment model that takes into account systematic and unsystematic risks, ESG ratings, economic growth and future market outlook to <b>curate the optimal portfolio for client's needs</b></li> </ul>	Mar 2022 - Apr 2022
<b>TOP 10 HKDAS Hackathon Winner</b> (Hong Kong <b>Digital Assets Society</b> ) - <b>VC Pitch Competition</b> <ul style="list-style-type: none"> <li>Devised an information sharing system that integrates <b>blockchain technology</b> and <b>IoT</b> to mitigate bullwhip effect in the convenience food industry, with an overall aim of <b>reducing food waste</b> and <b>promoting for a more sustainable supply chain mechanism</b></li> </ul>	Jan 2022 - Feb 2022
<b>Final Winner of HKUST Sustainable Campus Competition (SSC)</b> <ul style="list-style-type: none"> <li>Project pitch on using <b>piezoelectric technology</b> and <b>motion sensor</b> system to develop a <b>self-sustaining</b> art installation that will promote <b>mental wellness</b> for hKUST students</li> </ul>	Sep 2020 - Sep 2021
<b>TOP 6 HULT Prize HKUST Project Pitch Competition</b> (Social Entrepreneurship Competition) <ul style="list-style-type: none"> <li>Start-up pitch revolving around business model that transforms undesirable ingredients (particularly unused parts of beef) into ready-made meals to <b>reduce food waste with high carbon footprint</b></li> </ul>	Sep 2020 - Nov 2020

## SKILLS, ACTIVITIES & INTEREST

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

### Skills:

- Proficiency in **Microsoft Word, Powerpoint, Excel, Webflow, Wix, SolidWorks & Figma**
- Basic knowledge in Video Editing (After Effects, iMovie), **SEO Marketing & Python**

### Other Interests/ Activities:

- HKUST International Consulting Club (Project Consultant)** (2020 - Current)
  - Took part in training sessions, internal case competitions and **weekly mock case interviews** to sharpen analytical skills
- JP Morgan 2022 APAC Finance for Non-Finance Program** (Participant)
- HKUST Student Ambassador** (2020 - Current)
- Proyek Pensil (NPO): Website Builder & Copywriter** (2019-2020)
- Fund-raising Initiatives: Lead Event Coordinator** (2017-2020)
  - Books for the Blind:** Fundraised Rp 30.000.000 to donate 100 braille books, 50 audio DVDs, 5 musical instruments to blind community in Depok, Indonesia
  - Mimpi Untuk Air:** Fundraised Rp 28.000.000 to build solar-powered water pump for Desa Napu in East Sumba
  - Education — A Weapon to End Poverty Campaign:** Fundraised Rp 26.000.000 to help support the Gakar Foundation school in Sheri, Nepal
- Volunteer Activities** (2017-2020)
  - Proyek Pensil (The Pencil Project)
  - HOPE Saturday Academy
- MUN Club** (2016 - 2017)

### Certificates:

Deloitte Virtual Experience Program Participant 2020:

*Participated in the open access Deloitte Virtual Experience Program with InsideSherpa*

**Tech Consulting Virtual Internship**