

# TIFFANY YANG

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## EDUCATION

<b>Hong Kong University of Science &amp; Technology (HKUST)</b> Dual Degree Program in Technology & Management (BSc + BBA) 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, HKSAR Government Scholarship Holder &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: 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></ul>	Jun 2021 - Aug 2021
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## EXTRACURRICULARS & LEADERSHIP ACTIVITIES

<b>UBS X HKUST Cloud Datastore Technology Analysis 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: External Relations &amp; Engagement Director</b> <ul style="list-style-type: none"><li>Led 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): Co-Founder &amp; UI/UX Designer</b> <ul style="list-style-type: none"><li>Co-led a team of 14 members 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

## SKILLS, ACTIVITIES & INTEREST

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

### Achievements & Awards:

- Hong Kong Champion 2022 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)**