

VIVIAN CHENG

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EDUCATION

Cornell University: College of Business, Ithaca NY

Expected May 2020

B.Sc. in Hotel Administration, Information Systems Management Concentration

- ♦ Cumulative GPA: 4.03, Ye Host Honorary Society

Relevant Coursework: Strategic Management, Management Communications, Marketing, Intro to Machine Learning using Python, Service Operations, Finance, Intro to Database Management, Intro to Digital Product Design

PROJECTS

Airbnb Case Study: Comparison Feature in the Booking Process

Oct 2018 – Present

- ♦ Interacted with end users to gather qualitative interviews and analyze user pain points through the booking process
- ♦ Prioritized most impactful and least resource intensive features to implement while maintaining Airbnb's strategic vision
- ♦ Designed with empathy, a prototype through the Double Diamond Process and validated design through user testing

Hospitality Hackathon: Hilton's Breakfast Restaurant Redesign with Touch 2 Taste

Nov 2018

- ♦ Collaborated across a cross functional team to build an innovative solution to the declining Home2 Breakfast concept
- ♦ Led the team by incorporating agile development methods of defining tasks, goals, process and managing sprints
- ♦ Presented the minimum viable product of an interactive hot vending machine and redesign of the restaurant flow to stakeholders and executive leadership

WORK EXPERIENCES

Barclays, New York, USA

Jun 2018 – Aug 2018

Sales & Trading Analyst: Rates Sales, Electronic Sales & Trading, Prime Services Client Onboarding

- ♦ Modelled investment opportunities of various risk & return exposure to best match products for client and market fit
- ♦ Analyzed data to provide strategic solutions on corporate buyback activities and distressed mall performances

Reliance Securities Investment Consultant Co., Taipei, Taiwan

Jun 2017 – Aug 2017

Equity Consultant Intern

- ♦ Presented six equity reports from technical, market, and on-site company interview research to assist proprietary traders and investors to make better investment decisions (Buy reports with an average 20% return)
- ♦ Absorbed enterprise value management theories to help interpret client requirements, identify business opportunities and funding priorities

Tayih Landis Hotel, Tainan, Taiwan

Jan 2017

Front-desk Office Extern

- ♦ Delivered effective solutions for five time-sensitive complaints while engaging with customers and managing 80+ reservations a day
- ♦ Negotiated alongside manager with a foreign partner to create stakeholder consensus and save \$2,200 in a map project

LEADERSHIP EXPERIENCES

Cornell Club of Taiwan, Ithaca NY, *President*

Aug 2016 – Present

- ♦ Leading a high performing team to manage project streams of marketing, professional development events, administrative processes, budget management, and social event coordination
- ♦ Grew overall attendance to events by 40% and saw double the participation at our annual symposium, which was reassessed and revamped to better attract students from the Northeast universities

Hotel Ezra Cornell, Ithaca NY, *Director of Donor Relations*

Sep 2017 – Mar 2018

- ♦ Launched new donor engagement programs and customized outreach efforts to secure ten new donors, raise 100,000 USD, and meet 90% of requested donation items with same amount of resources

SKILLS & LANGUAGES

Skills: Microsoft Office Suite, VBA, CapIQ, Bloomberg, ArcGIS, Figma, Python

Language: Native English & Mandarin, Elementary Japanese