

Education

Cornell University **Bowers College of Computing and** **Information Science**

Aug 2018 to Aug 2022 / Ithaca, NY

B.S. Computing & Information Science

- Concentration in Interactive Technologies
- Winner of the 2018 National Merit Scholarship
- Relevant coursework: App Design & Prototyping, Human-Computer Interaction, Intermediate Web Design, Data Structures (Java), Functional Programming (OCaml), Engineering Statistics, Marketing

Certifications

General Assembly

Dec 2022 / Remote

UX Design Immersive Bootcamp
(Accelerated, 40 hours)

Google

Dec 2021 / Remote

Certificate in Foundations of Project
Management, Agile Workflows

Fashion Institute of Technology

Jun 2014 to Aug 2014 / New York, NY

Pre-College Program: Marketing, Trend, &
Consumer Research

Skills

Languages: English (native),
Mandarin Chinese (fluent), Korean (reading
proficiency)

Technologies/Softwares: HTML, CSS/SCSS,
React.js, Vue.js, PHP, SQL, VBA, Git, Docker,
Figma, Adobe Premiere Pro, Excel, Jira

Other: Social media management (Instagram,
Facebook, Tiktok), web content management
(manual, Braze, Wordpress)

Experience

The Estée Lauder Companies • Digital Technology & Engineering Developer, Analyst

Oct 2022 to present / New York, NY

- Designed and developed the full-stack of a new web-based mobile app focused on the gamification of skincare habits from scratch, using JavaScript, HTML, CSS, Figma
- Researched Gen-Z audience e-Commerce trends, defined KPIs centered around rising demographics
- Designed (Figma) & coded (React.js) reusable front-end UI component library, keeping in mind brand/company design requirements and guidelines
- Served as a member of luxury skincare brand La Mer's Strategic Advisory Board, a committee of 25 Gen-Z associates hand-picked from all applicants across the company
- Worked closely with La Mer Social & Marketing team & executives, serving as a reverse-mentor, providing insight & fresh perspectives on Gen-Z luxury consumerism and trends
- Assisted with gathering business requirements from brands & stakeholders, planning & designing technical features/systems based off of stakeholder needs, including API integrations (Braze, openAI, etc.), analyzed usage data with pivot tables (Excel) and identified user behavior patterns
- Served as front-end development lead, overseeing the in-house team of 6 developers to create a web-based, consumer-facing, perfume recommendation quiz (React.js), with a CMS system on the backend (Drupal), for the luxury fragrance brand Frédéric Malle
- Served as a front-end developer for a completely customizable internal data dashboard (React.js), used directly by C-suite executives such as Jane Lauder, Chief Data Officer, helping to provide an MVP turnover time of just two weeks from ideation to production-level
- Served as Scrum Master, held daily standups / backlog grooming / sprint planning sessions, & maintained Agile practices using Jira across an international team of 20 members, spread between New York City, U.S., Paris France, & Bucharest, Romania