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# Yasmine L. Young

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## Education

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### The University of Texas at Austin

Bachelor of Science and Arts in Biology — GPA: 3.92 May 2021

Business of Healthcare Certificate — GPA: 3.88

Pre-Health Professions Certificate — GPA: 3.91

Masters of Science in Marketing, Bridge Program May 2022

## Academic Recognition

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University Honors: Awarded Each Semester August 2017 - Present

- Undergraduates who complete a full course load and earn outstanding grades are recognized by inclusion on the University Honors list. A student must earn at least 45 grade points, a grade point average of at least 3.50 on courses completed in residence, and must have no incomplete grades.

College of Natural Sciences: College Scholars 2019, 2020 January 2019, January 2020

- College Scholars include students who have both an in-residence GPA greater than 3.5 and are in the top 20% of their class by GPA.

## Non-Academic Recognition

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Top Ideator Fellow: Social Entrepreneurship Learning Lab April 2019

- Awarded each semesterly cohort, the fellow that exemplifies proficiency in concepts and skills learned in the Ideator Fellowship and displays outstanding work ethic in the program.

SELL Your Story Pitch Competition: 2nd Place and Crowd Favorite November 2019

- Participated in a pitch competition with ten competing teams and won \$1,500 of non-diluting funding towards Inhale, a social venture.

## Entrepreneurial Ventures

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Inhale – *CEO, Founder* January 2019 - December 2019

Inhale, a web-based education platform and Telehealth provider, strives to fill in the gap and complete the current state of asthma and allergy care. We work to provide patients with accessible and digestible health education in conjunction with evidence-based products and services tailored to their unique situation. Inhale strives to be the access point and mediator to a variety of health and social services to families located in rural, suburban, or urban areas.

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## Work Experience

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### Clinical Research Intern at the University of Texas Health Science Center, 35 hrs/wk

December 2017 - August 2019

*Conducted pediatrics research on tuberous sclerosis complex patients under the direction of Dr. Hope Northrup*

- Systematized patient files and consolidated consent forms for newly revised, HIPAA-compliant, NIH standards
- Developed a tool that allowed the efficient digitization and organization of clinical data of the five TSC consortium sites
- Oversaw multiple projects under the research coordinator
- Accompanied medical professionals during clinical visits to research subjects
- Assisted in the organization and administration of 2018 Annual TSC Center of Excellence Bowling Tournament Fundraiser
- Attended weekly Grand Pediatrics Rounds
- Presented final project data and tools to project supervisors, research coordinator, and principal investigator

### Student Healthcare Consultant and Team Manager at Hope Clinic Austin, TX

August 2019 - December 2019

*Hope Medical Clinic, through it's Get Up Project, aims to provide healthcare and advocacy for the underserved demographic and population within the greater Austin area.*

- Managed a team of five students in order to perform adequate problem analysis and product development that met client expectations
- Developed a plan to create a database for the HIPAA-compliant storage, standardization, and quantification of patient Social Determinants of Health data. As a result, Hope Clinic is now able to analyze the social needs of each specific patient and population and apply for grant funding
- Solution emphasized the usage of a database-linked form during patient checkout that eliminates redundant documentation and physical surveys

### Marketing and Brand Management Consultant at Footprint App, Inc., 30 hrs/wk

May 2020 - August 2020

*Footprint is a mobile and web application that helps individuals and businesses track their actions and develop environmentally sustainable habits.*

- Developed a brand style guide to provide direction for marketing campaigns and digital content
- Created and developed the Footprint brand and brand strategy
- Designed and executed on a Business-to-Consumer (B2C) growth strategy, including, but not limited to: Social Media Marketing, Content Marketing, and Search Engine Marketing (SEM)
- Managed and updated the Footprint social media platform presence(s)
- Developed a robust research strategy in order to perform market, customer, and competitor research
- Created customer profiles and define clear value propositions for company stakeholders
- Developed strategy for search engine optimization (SEO) to improve search ranks and drive user traffic to website
- Performed data-generated keyword research using python scripts and guidelines for performing future SEO research
- Created a repository of branded content for digital media campaigns, internal documents, and client-facing materials
- Provided branding, UX, and design expertise for the mobile Footprint application
- Designed the most updated version of the Footprint website
- Created designs for merchandise and advertisements

### Upshaw Lab: Graduate Research Assistant, 15 hrs/wk

February 2021- Present

- "COVID-19: A Social marketing approach to investigating prevention and self-reporting messages targeting BIPOC populations in Central Texas."
- Scheduled focus group sessions, the primary method of data collection, for study participants and managed the compensation spreadsheet.
- Communicated with study participants and managed front-facing outreach.
- Assisted in the recording and data management of focus group sessions using open-coding techniques.
- Provided administrative support to Principal Investigator and researchers.
- Performed thematic analysis on data collected from focus group sessions.

## Interests

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Health Disparities | Healthcare Reform | Health Law and Policy | Economics | Clinical Medicine | Social Entrepreneurship | Business Modeling | Design thinking | Marketing and Brand Management | Health communications | Allergy and Immunology | Asthma disparities |

## Community Service

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<b>Volunteering in College — Various Organizations</b> <ul style="list-style-type: none"><li>Since I was a freshman, I've done volunteer work alone or through student organizations. Notably, I've volunteered at an Alzheimer's Walk.</li></ul>	August 2017 - August 2019
<b>Austin Pets Alive! Volunteer — Spay/Neuter Surgery Recovery: Medical</b> <ul style="list-style-type: none"><li>Clinical volunteering activities included: helping recover animals post spay/neuter, anesthetize patients, administer vaccines/preventatives, perform blood work, and patient transfer. Additional responsibilities include general shelter maintenance (animal enrichment, hygiene maintenance, refilling food and water, etc.).</li></ul>	December 2020 - Present
<b>Community Cats ATX &amp; West Campus Community Cats — TNR Advocate &amp; Carer</b> <ul style="list-style-type: none"><li>Responsibilities include feeding and caring for local colonies of community cats, socializing and fostering kittens, finding potential foster and adopters, participating in and advocating for the Trap-Neuter-Return of cats.</li></ul>	June 2020 - Present

## Projects

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<b>Business of Healthcare Association: Slide Deck Design</b> <p><i>Texas Business Healthcare Association (TXBHA) is an organization within the McCombs School of Business at The University of Texas at Austin. TXBHA centers its focus on the unique intersection between business and healthcare.</i></p> <ul style="list-style-type: none"><li>Redesigned the slide deck used in general meetings to meet branding standards using Adobe Photoshop and Microsoft Powerpoint.</li></ul>	August 2018 - December 2018
<b>Border Health Project: Health, Law, and Policy LEB 334M</b> <ul style="list-style-type: none"><li>Attended Department of Health and Human Services: Task Force of Border Health Officials (TFBHO) meeting(s) in order to understand state efforts to alleviate health disparities occurring along the Texas-Mexico border.</li><li>Presented the legal summary for the TFBHO's efforts to implement the Healthy Border 2020 initiative.</li></ul>	March 2019 - May 2019
<b>Literature Review: Cell Biology BIO 320</b> <ul style="list-style-type: none"><li>I read Liquid Phase condensation in cell physiology and disease by Shin and Brangwynne (2017). In this review, I chose to dive deeper into the topic of heterochromatin organization. To investigate this topic, I analyzed the 2017 paper, "Phase Separation Drives Heterochromatin Domain Formation" by Strom et al.</li></ul>	August 2018 - December 2018
<b>Safe Protest Initiative — Texas</b> <ul style="list-style-type: none"><li>I was the primary coordinator and organizer for the Safe Protest Initiative. The Social Entrepreneurship Learning Lab, partnered with the Health Careers Mentorship Program, raised nearly \$7,500 to purchase "Go-Bags." We distributed these bags to Black Lives Matter protesters in Texas. These bags contained KN95 masks and hand sanitizers that helped protesters align with public health guidelines regarding the coronavirus pandemic.</li></ul>	June 2020 - July 2020
<b>Footprint App, Inc. Brand Style Guide</b> <ul style="list-style-type: none"><li>I created a Brand Style Guide for Footprint App, Inc. after running the Google Ventures Brand Sprint with company executives. Footprint previously had no brand guidelines and thus allowed for me to take full reign with the company's future brand. I provided the company with a 21-page guide that explained guidelines for primary and secondary color palettes, photography usage, icons, voice, tone, copywriting, and more.</li></ul>	June 2020 - July 2020
<b>SDS 348M Exploratory Data Analysis</b> <ul style="list-style-type: none"><li>The two datasets, <code>realdonaldtrump.csv</code> (or "tweets") and <code>NASDAQCOM.csv</code> (or "nasdaq"), will be used to analyze the relationships between popularity in President Trump's tweets, tweet topic trends, and economic indicators. Utilizing R, I used techniques and analyses such as: data tidying, correlation statistics, visualization using ggplot, K-Means clustering, and PAM clustering. Deeper analysis and data visualization can be found on my website.</li></ul>	October 2020 - December 2020
<b>SDS 348M Modeling, Testing, and Predicting</b> <ul style="list-style-type: none"><li>The "facebook_fact_check.csv" or "fbrawdata" dataset contains the numbers of social media interactions on fact-checked news articles published by a variety sources. Utilizing R, I used techniques and analyses such as: MANOVA, General Linearization Modeling, logistic regression, and 10-fold CV using LASSO variables. Deeper analysis and data visualization can be found on my website.</li></ul>	October 2020 - December 2020

## Projects

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### Footprint App, Inc. Website

June 2020 - July 2020

- Using Squarespace and newly designated brand guidelines, I developed Footprint App's website – the company's primary interface and marketing tool with the public.

### Footprint App, Inc. GreenDemand Initiative

June 2020 - July 2020

- The GreenDemand Initiative aimed to shift market trends away from single-use, wasteful, and environmentally impactful products and services towards more sustainable alternatives by curating a list of 50 sustainable brands to feature on our Marketplace. I worked with the Business Development and Entrepreneurial finance interns to execute on the initiative. I created marketing graphics, developed the GDI webpage, published, and monitored the social media campaigns.

### Footprint App, Inc. Employee Handbook

July 2020 - August 2020

- As Footprint App, Inc. began to scale and hire full-time employees, I created an on-brand, employment handbook with state-relevant employment laws, confidentiality clauses, and general company onboarding information.

### SELL Your Impact Fall 2020

June 2020 - October 2020

- I managed and organized the Social Entrepreneurship Learning Lab's semesterly pitch competition. Alongside the Operations Director and team, we organized a virtual competition with 10 competing teams and acquired non-diluting funding for the winning teams. We recruited external social enterprises and prepared our Incubator Fellowship teams for a 10-minute pitch and 5 min Q&A session with a panel of judges for both semi-finals and finals.

### Financial Accounting Analysis of Ascension Seton and CommonSpirit Health

June 2020 - October 2020

- I led a team of 4 students in the financial analysis of two non-profit healthcare delivery entities, Ascension Seton and CommonSpirit Health. Using GAAP principles, we analysed the financial statements for EY 2019 and EY 2020 and presented our findings and recommendations.

## Leadership Experiences

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### Business of Healthcare Association: Finance Committee Member

January 2019 - December 2019

- Managed presented of Biotechnology and Healthcare ETF portfolios updates at biweekly general meetings
- Assisted in the generation and management of BHA's yearly budget
- Engaged general members in stock portfolio creation, analysis, and management

### Social Entrepreneurship Learning Lab Incubator Fellow

August 2019 - December 2019

*The Social Entrepreneurship Learning Lab (SELL) Fellowship is a competitive 16-week-long fellowship where students prototype and iterate on social impact ventures.*

- Developed a testing route to determine the feasibility and applicability of product solutions for beneficiary pain points
- Created an Advisory Board with experts in the fields of: Allergy-Immunology, Insurance, and Health Law
- Utilized user-testing and feedback processes to iterate on product and enterprise features
- Projected financials using bootstrapping techniques to understand early-stage financials and break-even point
- Identified and recruited two team members (CTO and COO) with unique skill sets for pitch competition and early-stage business development
- Developed a comprehensive business plan for early-stage venture with plans for growth and scale
- Created unique value propositions for various stakeholders to develop strong partnerships and meaningful market penetration
- Used industry-standard branding techniques to position venture as unique, identifiable, and creating an impactful solution for the market's problem
- Calculated Social Return on Investment (SROI) to quantify and communicate the social impact of venture on intended beneficiary community
- Established market opportunity of venture through user channel analysis and market sizing

## Leadership Experiences

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### Peer-Led Undergraduate Studying (PLUS) Facilitator

- Attended a weekly planning meeting with Dr. Gail Grabner for study group curriculum planning
- Held a weekly 1.5 hour study session for students in BCH 369
- Held a 1.5 hour exam review session during the week of exams

August 2019 - December 2019

### Social Entrepreneurship Learning Lab Incubator Director – Executive Board Member

*The SELL Incubator Fellowship is an 8-week program followed by a capstone pitch competition event where enrolled Junior fellows learn about product development, testing, market validation, and attain Minimum Viable Product (MVP) stage.*

- Redesigned curriculum and coordinated programming for 16 biweekly-workshops to improve fellow program performance based off of fellow-feedback and research
- Developed seven novel roles for the Incubator team
- Managed seven Incubator team members and ten mentors to promote operational sustainability
- Mentored ten Incubator fellows, providing individualized KPIs and program milestones to ensure timely product and venture development and launch
- Aided in redesigning Ideator and Accelerator fellowships curriculum to promote fellow retention and post-graduation venture persistence
- Worked alongside the Operations team leads to host networking events, pitch competitions, and fellowship socials to facilitate internal and external partnerships
- Revised programming to enhance the virtual fellowship experience for returning fellows during in the coronavirus pandemic

August 2020 - Present

### Machi Mentor

*Everest matches high school students with jobs and internships that help them reach their potential, network, and give them a head start on their careers and passions.*

- Provides resume reviews, interview tips, and advice and mentoring to high school students

July 2020 - Present

## Healthcare Activities

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### Shadowing at Southwest Asthma and Allergy Associates

- Shadowed Juan Zambrano, M.D. and his medical team in their care of asthmatic and allergic pediatric and adult patients.

August 2019 - December 2019

### Shadowing at Memorial Hermann Greater Heights Hospital

- Shadowed Kouroush Keyhani, D.O. (Vascular Surgeon) and Allison Haberthur, PA (Vascular Surgery) in their practice of out- and in-patient care. I was present in the operating room for a variety of vascular surgeries and procedures.

August 2019 - December 2019

### Volunteering at Seton Williamson

- I worked as a volunteer for the fourth floor brain and spine med-surg unit. My duties included answering the call lights, setting nurse schedules, using the EHR stocking servers, performing discharges, and making patients as comfortable as possible. My work allowed the medical staff to focus on their patients rather than on logistics.

May 2019 - August 2020

### Shadowing at Strictly Pediatrics Subspecialty Center

- I shadowed and was mentored by Elizabeth Matsui, M.D., MPH in her practice of pediatric allergy and immunologic care. Dr. Matsui was my lead advisor in ideating and executing on my social venture, Inhale, and provided me with medical expert advice on how to engage with my patient customers. I learned not only about the practice of allergic medicine, but about statistical analysis of patient outcomes and epidemiologic concepts.

August 2019 - December 2019

## Research Activities

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### Discussion Leader Presentation: Health, Law, and Policy LEB 334M

June 2018 - December 2018

- Researched the legal and policy implications of Whole Women's Health v. Hellerstedt (2016) in the context of precedence set by Roe v. Wade (1973), Planned Parenthood v. Casey (1992), and the Texas Omnibus Abortion Bill (HB2). Presented and fielded questions from my LEB 334M class about the legal proceedings and upstream vs. downstream implications of the Texas court case.

### The State of Asthma and Allergy Care in the United States

June 2018 - December 2018

- Performed literature and investigate research into the financials of asthma and allergy care, the correlations between asthma and socioeconomic status (SES), and existing and potential environmental interventions for allergic/asthmatic patient care. Presented a 10-page report as the final assignment for MAN 334M.

### Capstone Research Project: Biostatistics SDS 328M

June 2018 - December 2018

- Investigated and modeled the relationship of Family Income to Insurance Coverage and Healthcare Utilization using data from the Center of Disease Control's (CDC) National Health and Nutrition Examination Survey (NHANES) using R 3.6.0 and ggplot2. Using a two-way ANOVA test, I discovered that insurance coverage was a significant predictor of relative poverty level, and the number of utilized healthcare providers was not a predictor of insurance coverage.

## Technical Skills

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- Graphic Design: Adobe Photoshop; Adobe Lightroom; Microsoft Powerpoint
- Desktop Publishing: Adobe InDesign
- Basic Web Design: HTML5; Squarespace
- Basic Data Analysis: Microsoft Excel; R 3.6.0
- Accounting: Generic; Healthcare
- Entrepreneurial Finance
- Marketing Strategy and Management: Digital; Email; Search Engine
- Search Engine Optimization
- Brand Development and Strategy
- Cantonese Chinese (Basic)

## Soft Skills

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- Teaching and Mentoring: PLUS Facilitator; SELL Incubator Director; Machi Mentor
- Design Thinking: SELL Ideator Fellow
- Professional Communication: Inhale Founder and CEO
- Team Leadership: Inhale Founder and CEO
- Conflict Resolution: SELL Incubator Director
- Facilitation: UGS 302 Participatory Democracy
- Curriculum Development