

Alison Huang

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Los Angeles, California

EDUCATION

University of Southern California <i>Communication Data Science (M.S.), Viterbi School of Engineering</i>	August 2022 – May 2024 GPA 3.87
University of Southern California <i>Communication (B.A.), Annenberg School for Communication and Journalism</i> Web Technologies and Application Minor	August 2018 – May 2022 GPA 3.97

EXPERIENCE

Digital Marketing Specialist <i>Strategic & Global Initiatives Department, Bovard College</i>	January 2022 – May 2024 Los Angeles, CA
<ul style="list-style-type: none">Developed digital and print promotional materials using Adobe Suite, aligning with the university's branding and graphic identity guidelinesManaged the migration of over 4,000 visual assets to Acquia's digital asset management tool and continual upkeep of assets post-migrationCollaborated with 6+ department marketing teams to establish best practices guide for implementation on all phases of asset migration including processing, uploading, and editing	
Teaching Assistant <i>Information Technology Program, Viterbi School of Engineering</i>	January 2022 – May 2024 Los Angeles, CA
<ul style="list-style-type: none">Guided students through concepts in front-end web development, back-end web development, full-stack web development, and database management systemsConducted office hours for classes of 90+ college students, providing technical assistance and explaining key concepts in web development toolsUtilized version control system Git with students to foster collaborative coding practices	

PROJECTS

Steam & Twitch Game Popularity Predictor <i>Python</i>	August 2023 – December 2023
<ul style="list-style-type: none">Developed a machine learning solution with a gradient boosted classifier and regressor using Steam and Twitch data to predict game popularity on Twitch, achieving high AUC-ROC and RMSE respectivelyUtilized a web crawler with API to retrieve product data from Steam, including genre, developer, and platform tagsConducted exploratory data analysis to understand trends and distributions, visualizing results with MatplotlibPresented findings to stakeholders through a live demonstration, illustrating the model's supplementary role in helping developers gauge game success on streaming platforms	
US-China Economic Trade <i>Python</i>	January 2023 – May 2023
<ul style="list-style-type: none">Extracted trade data from the UN Comtrade database, retrieved historical exchange rates using an API, and scraped news articles from news sitesPerformed exploratory data analysis with line graphs, histograms, and scatter plots, visualizing them with MatplotlibConducted linear regression analysis to identify key trends between trade values, exchange rates, and news coverage to provide insights into economic interactions between the US and China	
Los Angeles Travel Web Application <i>HTML/CSS, PHP, SQL</i>	January 2022
<ul style="list-style-type: none">Developed a dynamic travel website driven by user interactions, with content retrieved from a ClearDB RDBMS using SQLImplemented create, read, update, and delete functionality at different user permission levels to control content access, allowing users to login and manage their own list of Los Angeles attractionsPerformed usability testing with HotJar to optimize the website's design and performance, resulting in lower bounce rates and smoother navigation	

TECHNICAL SKILLS

Languages & Frameworks	Python, HTML/CSS, JavaScript, PHP, SQL, TeX, React, Bootstrap
Developer Tools	Git, Google Cloud Platform, VS Code
Programs	Photoshop, Illustrator, InDesign Lightroom, Premiere Pro, WordPress
Spoken Languages	Fluent in English and Mandarin