

# Alison (Yueqi) Huang

213-574-7107 | [yueqihuang.yh@gmail.com](mailto:yueqihuang.yh@gmail.com) | [linkedin.com/in/yueqi-huang/](https://www.linkedin.com/in/yueqi-huang/) | [github.com/yq808](https://github.com/yq808)

Los Angeles, California

## EDUCATION

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

## EXPERIENCE

<b>Lead Game-Economy Designer, UI/Backend Software Engineer</b> <i>Easley-Dunn Productions, Inc.</i>	July 2024 – Current Los Angeles, CA
<ul style="list-style-type: none"><li>Developed a high-performance cross-platform F2P mobile game in Unity and C#, implementing new user interfaces and gameplay features to enhance usability and engagement, resulting in a 11% user retention increase</li><li>Designed an in-game wagering model utilizing market research, data-driven projections, and Python economy simulations</li><li>Led an Agile, cross-functional team in a startup environment, implementing Scrum to reduce project turnaround time and translating business goals into technical solutions</li><li>Integrated CI/CD workflows using SVN, cutting deployment time and reducing integration errors by 28%</li></ul>	
<b>Digital Marketing Specialist</b> <i>Strategic &amp; Global Initiatives Department, Bovard College</i>	January 2022 – May 2024 Los Angeles, CA
<ul style="list-style-type: none"><li>Managed the migration of over 4,000 visual assets to Acquia's digital asset management tool and continual upkeep of assets post-migration</li><li>Developed digital and print marketing materials using Adobe Suite, aligning with the university's branding and graphic identity guidelines</li><li>Collaborated with 6+ department marketing teams to establish best practices guide for implementation on all phases of asset migration including processing, uploading, and editing</li></ul>	

## PROJECTS

<b>Steam &amp; Twitch Game Popularity Predictor</b>   <i>Python</i>	August 2023 – December 2023
<ul style="list-style-type: none"><li>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 respectively</li><li>Utilized a web crawler with API to retrieve product data from Steam, including genre, developer, and platform tags</li><li>Provided insights on current trends and distributions through exploratory data analysis, visualizing results with Matplotlib</li><li>Presented findings to stakeholders through a live demonstration, illustrating the model's supplementary role in helping developers gauge game success on streaming platforms</li></ul>	
<b>US-China Economic Trade Analysis</b>   <i>Python</i>	January 2023 – May 2023
<ul style="list-style-type: none"><li>Extracted trade data from the UN Comtrade database, retrieved historical exchange rates using an API, and scraped news articles from news sites</li><li>Performed exploratory data analysis with line graphs, histograms, and scatter plots, visualizing them with Matplotlib</li><li>Conducted 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</li></ul>	
<b>Los Angeles Travel Database Application</b>   <i>HTML/CSS, PHP, SQL</i>	January 2022
<ul style="list-style-type: none"><li>Developed a dynamic, data-driven application written in PHP with content retrieved from a ClearDB RDBMS using SQL</li><li>Implemented backend SQL queries—including search, insert, update, and delete—that are dynamically generated based on user input and interactions with the website</li><li>Performed usability testing with HotJar to optimize the website's design and performance, resulting in 13% lower bounce rates and smoother navigation</li></ul>	

## TECHNICAL SKILLS

<b>Languages &amp; Frameworks</b>	Python, HTML/CSS, JavaScript, PHP, SQL, C#, TeX, React, Bootstrap
<b>Developer Tools</b>	Git, Google Cloud Platform, Unity, VS Code
<b>Programs</b>	Tableau, Microsoft Excel, Photoshop, Illustrator, InDesign, Premiere Pro, WordPress
<b>Spoken Languages</b>	Fluent in English and Mandarin