Alison Huang

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Los Angeles, California

EDUCATION

University of Southern California — August 2022 – May 2024
Communication Data Science (M.S.), Viterbi School of Engineering — GPA 3.87

University of Southern California — August 2018 – May 2022
Communication (B.A.), Annenberg School for Communication and Journalism — GPA 3.97
Web Technologies and Application Minor

EXPERIENCE

Lead Game-Economy Designer, UI/Backend Software Engineer — July 2024 – Current
Easley-Dunn Productions, Inc. — *Los Angeles, CA*

- Developed a high-performance cross-platform gaming application in Unity and C#, implenting new user interfaces and gameplay features to enhance usability and engagement, resulting in a 11% user retention increase
- Designed an in-game wagering model utilizing market research, data-driven projections, and Python economy simulations
- Led an Agile, cross-functional team in a startup environment, implementing Scrum to reduce project turnaround time and translating business goals into technical solutions
- Integrated CI/CD workflows using SVN, cutting deployment time and reducing integration errors by 28%

Digital Marketing Specialist — January 2022 – May 2024
Strategic & Global Initiatives Department, Bovard College — *Los Angeles, CA*

- Managed the migration of over 4,000 visual assets to Acquia's digital asset management tool and continual upkeep of assets post-migration
- Developed digital and print marketing materials using Adobe Suite, aligning with the university's branding and graphic identity guidelines
- Collaborated with 6+ department marketing teams to establish best practices guide for implementation on all phases of asset migration including processing, uploading, and editing

PROJECTS

Steam & Twitch Game Popularity Predictor | *Python* — August 2023 – December 2023

- 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
- Utilized a web crawler with API to retrieve product data from Steam, including genre, developer, and platform tags
- Provided insights on current trends and distributions through exploratory data analysis, visualizing results with Matplotlib
- Presented 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 Analysis | *Python* — January 2023 – May 2023

- Extracted trade data from the UN Comtrade database, retrieved historical exchange rates using an API, and scraped news articles from news sites
- Performed exploratory data analysis with line graphs, histograms, and scatter plots, visualizing them with Matplotlib
- 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

Los Angeles Travel Database Application | *HTML/CSS, PHP, SQL* — January 2022

- Developed a dynamic, data-driven application written in PHP with content retrieved from a ClearDB RDBMS using SQL
- Implemented backend SQL queries—including search, insert, update, and delete—that are dynamically generated based on user input and interactions with the website
- Performed usability testing with HotJar to optimize the website's design and performance, resulting in 13% lower bounce rates and smoother navigation

TECHNICAL SKILLS

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