

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

Lead Economy Software Engineer, UI/Backend Software Engineer <i>Easley-Dunn Productions, Inc.</i>	July 2024 – Current Los Angeles, CA
<ul style="list-style-type: none">Developed a high-performance cross-platform gaming application in Unity and C#, implmenting new user interfaces and gameplay features to enhance usability and engagement, resulting in a 11% user retention increaseDesigned the in-game economy through market research, spreadsheet modeling, and Python code simulationsLed an Agile, cross-functional team in a startup environment, implementing Scrum to reduce project turnaround time and translating business goals into technical solutionsIntegrated CI/CD workflows using SVN, cutting deployment time and reducing integration errors by 28%	
Digital Marketing Specialist <i>Strategic & Global Initiatives Department, Bovard College</i>	January 2022 – May 2024 Los Angeles, CA
<ul style="list-style-type: none">Managed the migration of over 4,000 visual assets to Acquia's digital asset management tool and continual upkeep of assets post-migrationDeveloped digital and print marketing materials using Adobe Suite, aligning with the university's branding and graphic identity guidelinesCollaborated 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 Git version control system 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 tagsProvided insights on current trends and distributions through exploratory data analysis, 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	

TECHNICAL SKILLS

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