

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

## EXPERIENCE

<b>Lead Game-Economy Designer, UI/Backend Software Engineer</b>	July 2024 – Current
<i>Easley-Dunn Productions, Inc.</i>	<i>Los Angeles, CA</i>

- Developed a high-performance cross-platform F2P mobile game in Unity and C#, implmenting 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%

<b>Digital Marketing Specialist</b>	January 2022 – May 2024
<i>Strategic &amp; Global Initiatives Department, Bovard College</i>	<i>Los Angeles, CA</i>

- 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

<b>Steam &amp; Twitch Game Popularity Predictor</b>   <i>Python</i>	August 2023 – December 2023
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- 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

<b>US-China Economic Trade Analysis</b>   <i>Python</i>	January 2023 – May 2023
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- 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

<b>Los Angeles Travel Database Application</b>   <i>HTML/CSS, PHP, SQL</i>	January 2022
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- 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

<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