

# Chao-Yu, "Shelley", Huang

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## OBJECTIVE

To obtain an internship as a **UI/UX Designer / Visual Designer**

## EDUCATION

**Carnegie Mellon University**

Pittsburgh, PA

Master degree of Entertainment Technology

2016 - 2018

**Soochow University**

Taipei, Taiwan

Bachelor degree of International Business

2009 - 2014

## WORK EXPERIENCE

**Ogilvy & Mather, Taiwan**

Digital Media Planner

2014 - 2015

Planned marketing strategies and executed them to reach brand's goals. Worked with designers closely to see if the ads and texts were effective. Also tried several times of a/b testing on banner ads and website design. Analyzed the results and optimized the materials for ad.

**Rinse, Taiwan**

Marketing Intern

2013 - 2014

Worked on developing website with programmers and designers. Did market research and reflected users' feedback to improve user experience. Operated official social platforms, including creating contents like photos and texts.

## SKILLS

Sketch, Photoshop, Illustrator, Maya, Wireframe, Interaction Design

## PROJECT

**Building Virtual Worlds, ETC**

Fall, 2016

Crafted interactive games in 2 weeks, with different teams of 5. Used fast prototyping and play testing to make sure the product was designed for the target audience. Built games on platforms like HTC Vive, Oculus + Leap Motion, and Kinect 2. Learning maya for modeling and implement new skill on project.