

CLAIRE LEE

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EDUCATION

CARNEGIE MELLON UNIVERSITY

PITTSBURGH, PA | 2018 – 2022

- B. S. in Business Administration and Human-Computer Interaction
- Cumulative GPA: 3.87/4.0
- Dean's List Award: Spring 2019, Fall 2019, Fall 2020

EXPERIENCE

06. 2020 | **MARY KAY INC.** | DALLAS, TX

08. 2020 | **Asia-Pacific Regional Marketing Intern**

- Conducted research using Euromonitor and Mintel to develop a competitor analysis for a new product line in personal care
- Assisted in developing a post-COVID marketing plan for 5 new product launches in the Asia-Pacific market between 2020 and 2021
- Improved the product launch analysis infrastructure by building a new dashboard in Excel and incorporating new metrics for measuring product cannibalization
- Assembled social media marketing toolkits for two different product launches using market research and social media analytics

08. 2020 | **CARNEGIE MELLON HCI INSTITUTE** | PITTSBURGH, PA

Present | **Research Assistant, ClassInSight**

- Conducted a thematic analysis of 20+ interview transcript documents and organized the qualitative data using Atlas.TI
- Identified usability issues and unmet user needs in ClassInSight's existing interface prototypes
- Designed 3 iterations of interface prototype elements on Figma, incorporating user interview analysis insights

05. 2019 | **CARNEGIE MELLON HCI INSTITUTE** | PITTSBURGH, PA

Present | **Research Assistant, Counterspace Games**

- Derived insights from over 30 user interviews using qualitative data analysis coding in Microsoft Excel
- Collaboratively designed a focus group session aimed at collecting qualitative user experience data from 6 participants
- Led a focus group session with 100% interviewee participation and identified key improvements for following focus group iterations

SKILLS

SOFTWARE

Photoshop
InDesign
Microsoft Suite
Tableau
Figma
RStudio

LANGUAGES

English (Primary)
Korean (Fluent)
PROGRAMMING
JavaScript
R
HTML - CSS

DESIGN

User Experience Design
User Research/Usability
Data Visualization
Web Development

EXTRACURRICULARS

01. 2019 | **MONEYTHINK CMU**

Present | **Co-Director of Marketing**

- Organized fall recruiting campaign and increased new membership by 50%
- Raised social media reach to 200+ impressions per post
- Managed the marketing campaign for a campus-wide financial innovation case challenge, recruited 92 participants

06. 2020 | **FORTÉ FOUNDATION**

Present | **Campus Ambassador**

- Hosted several tabling, live presentations, or other campus events focused on empowering women in business
- Completed professional development activities on topics such as networking

08. 2019 | **STRONG WOMEN, STRONG GIRLS**

Present | **Mentor**

- Held weekly mentoring sessions for a group of five elementary school students
- Provides a support network for girls in marginalized communities

AWARDS

CMU GLOBAL CHALLENGES COMPETITION

Honorable Mention | 02.2019

- Created a case presentation and written piece regarding educational institutions' impact on global warming
- Identified key sustainability issues in campus waste disposal systems and developed a strategy that would reduce plastic waste by 10% annually upon implementation

MARY KAY FUTURE LEADERS AWARD

Grand Prize | 08.2020

- Built and presented a case on improving the efficiency and end-user experience of sustainability practices in the cosmetics industry
- Proposed plan estimated to reduce plastic waste from Mary Kay's pump-based package products by over 50%