

Allyson G. Yu

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EDUCATION: TEMPLE UNIVERSITY, Fox School of Business, Philadelphia, PA
Bachelor of Business Administration, Graduation: May 2023
Major: Management Information Systems | Minor: Art
Overall GPA: 3.92, Major GPA: 4.0 | Dean's List: Fall 2019 – Fall 2021

SELECTED COURSES:

Cloud Architecture, User Experience Design, Honors Digital Systems, Data and Analytics, Web Application Development, Selected Topics in Statistical Business Analytics, Mobile Apps: Design/Prototype

ACTIVITIES AND AWARDS:

- Member, Association for Management Information Systems, 2022 – present
- Lack of STEM Web Accessibility, Creative Arts, Research And Scholarship (CARAS), October 2021 – May 2022
- Professional Development chair, Entrepreneurial Student Association, 2021 - present
- People's Choice Award, Fox School of Business Innovative Idea Competition, 2020

INFORMATION SYSTEMS PROJECTS:

- Awarded research grant focused on design, development, and UX testing of an Organic Chemistry educational site. Implemented of web accessibility features within the source code.
- Created a Wiki to serve as a knowledge hub for IT specialist schoolwide for TUportal
- Processed and organized over 10,000 data files in benchmarking project to optimize search query language (SERP)

INFORMATION TECHNOLOGY SKILLS:

Software Development: Visual Studio, JavaScript
Web Development: HTML, CSS, Adobe XD
Database Management: SQL, R, R Studio
Project Management: Microsoft Office(Word, Excel, PowerPoint), Miro,

EXPERIENCE: University City Science Center Venture Café, Philadelphia, PA June 2021 – Present
Marketing and Experience Intern

- Develop novel monthly programming series, building relationships between undergraduate Women in Entrepreneurship and the largest urban research park in America, connected to 9 global Venture Café locations, serving over 510K innovators
- Project plan and lead community building social media campaign, increasing social media network engagement across Instagram, Facebook, Twitter, and LinkedIn over 30 days by 98%

Searchable.ai, Philadelphia, PA May 2020 - June 2021
User Experience Design Intern

- Created moderated and unmoderated research project using remote tool: UserTesting.com to analyze qualitative and quantitative data with over 5 respondents testing UX design framework concepts for a search-tech software company
- Assembled diverse team from 1000+ international applicants, coordinating over 100 interviews for hiring managers. Developed training activities for orientation operations for 9+ hires, organizing onboarding and orientation survey

