Bridget Lee

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EDUCATION

Cornell University

B.S. Psychology
Minor: Information Science
Expected May 2024
GPA 3.78 + Dean's List

COURSEWORK

Human-Computer Interaction
Design & Programming for Web
Digital Product Design
Statistics for Business
Psychology Research Methods
Artificial Intelligence
Computing Using Python

SKILLS

User Journey Mapping
Data Modeling
User Experience Research
Cross-Functional Collaboration
Leadership
Design Thinking
SAFe Methodology
Figma
SQL
Python

AWARDS

2023 IBM Accelerate
Certificate - Consulting
Track
2023 National SPSP
Symposium Presentation
2022 Cornell's HCI
Hackathon - Best Visual
Design
2022 Cornell's AppDev
Hackathon - Most Creative

EXPERIENCE

Product Manager Intern @ Effectv Comcast

May 2023 - Aug 2023

· Led cross-functional meetings with engineers, UX designers, and data scientists to ensure alignment on product goals, resulting in the **successful development of a real-time data model and a data sharing platform** within an 11-week timeline.
· Pioneered Effectv's first real-time data model, surfacing high-value advertising metrics (Reach and Frequency) in internal and client-facing reporting platforms.
· **Conducted 50+ discovery calls** with clients, sales teams, and UX researchers to collect Voice-of-Customer research for a data sharing platform, leading to the **creation of 6 UI enhancement features.**
· Promoted a culture of inclusivity within the product team by actively participating in ERG initiatives, including planning and executing the AAPI celebration. **Also, served as a panelist** to share internship insights and experiences as a young Woman of Color in product, further **enhancing diversity and inclusion within the organization.**

UX/UI Designer @ Toppings

October 2022 - May 2023

· **Designed and prototyped** an onboarding process that played a pivotal role in driving the startup to **achieve market fit, captivating over 3,000 college students.**
· **Conducted 30 in-depth user experience interviews** within a one-month timeframe to proactively address critical business challenges. Translated these insights into actionable improvements, resulting in an enhanced onboarding process that better **demonstrates the startup's alignment with customer and market needs**, ultimately boosting user engagement and satisfaction

PROJECTS

Product Consultant @ IBM Accelerate

May 2023 - July 2023

· Orchestrated initial feature planning and design for a simulated case study, balancing the needs of multiple stakeholders in a presentation presented to members of IBM's product organization.

Product Manager @ Safely Walking

October 2022 - December 2022

· Led the design and development of an app as a solution to increase safety and awareness for women on college campuses who commute solo. Awarded Best Visual Design out of 50+ teams.

LEADERSHIP

President @ Cornell Creatives

November 2021 - Present

· **Led a diverse community of 450+ creative professionals** (art, design, development, film, & more), organizing networking events and fostering collaboration.
· Guided our organization through weekly executive meetings, **aligning our mission and vision for actualizing creative aspirations.**