Jia Seow

jia.seow@gmail.com | (650) 603-1260 | LinkedIn

EDUCATION

Santa Clara University • Santa Clara, CA • June 2022
- **B.S. in Psychology with Honors**, GPA: 3.96/4.0 (Dean's List 2018-2022)
- Minors: Public Health and International Business
- Distinctions: Phi Beta Kappa, Alpha Sigma Nu, Psi Chi, University Honors Program, Psychology Honors Program, Psychology Department Community Service Award, Valedictorian Semifinalist

COOP • New York, NY • February 2023 - Present
- Digital Marketing track
- Developing digital marketing skills in SEO, SEM, Paid Social, Google AdWords, Facebook Ads, and Google Analytics through 200+ hours of hands-on workshops
- Creating a digital strategy and multi-channel campaigns for a tech startup based in NYC

SKILLS

Technical Skills: Microsoft Office (Excel, PowerPoint, Word), Google Suite, SPSS, R, SQL, Qualtrics
Languages: English (native), Mandarin Chinese (proficient), Korean (conversational)

WORK EXPERIENCE

Business Analyst • **The Alexander Group, Inc** • New York, NY • August - December 2022
Conducted data analysis and used analytical models to communicate business problems and results in Excel and PowerPoint. Maintained accurate and detailed notes for fact-finding initiatives and 20+ client interviews. Prepared initial drafts of deliverables, reviewed analytical approaches, and interpreted results to assess client's sales compensation plans.
- Analyzed financial statements, business summary reports, and dashboards to compile revenue and expense data for 12+ business units in multinational corporation, which resulted in streamlining benchmarking process
- Reviewed 10+ IBISWorld reports to identify market and supply chain trends, developed sub-vertical industry infographics and benchmarking materials utilized in future consulting engagements

Research Assistant • **Santa Clara University (Dept. of Psychology)** • Santa Clara, CA • August 2019 - Present
Authored international study examining cross-cultural differences in compassion, recruiting 72+ participants from China and the United States. Created literature reviews, designed surveys in Qualtrics, analyzed qualitative and quantitative data in SPSS to complete honors thesis under strict deadlines.
- Selected to present psychological research outcomes to 200+ students and faculty at 4 national conferences
- Ranked first place in Western Psychological Association International Psychology poster contest

UX Design Intern, Website Scrum Master • **Sisu VR** • Santa Clara, CA • January 2021 - January 2022
Conducted user research, including surveys and interviews, to understand customers' experiences and needs. Advised on best UX practices and optimized designs for UI, product environments, and marketing materials.
- Managed Website Team agile schedule with 10+ tasks during an average sprint
- Led a team of 5 to create and present a white paper to an audience of 50+ in IEEE virtual conference

UX Researcher • **Santa Clara University (Dept. of English)** • Santa Clara, CA • June - September 2021
Collaborated with international community of 22 instructors to research UX teaching practices. Developed data visualizations for qualitative data from 81 participants which led to more efficient weekly project status updates.
- Revised transcriptions of 15+ hours of interview data for accuracy and maintained literature database (1000+ entries) to streamline research process

LEADERSHIP EXPERIENCE

President • **Santa Clara University Students for Sensible Drug Policy** • 2019 - 2022
- Led 10 monthly chapter meetings, managed 5 board members, facilitated harm reduction training program for 20+ students, increased membership by 75% during the academic year

Lead UX Researcher • **Santa Clara University Laptop Orchestra** • Santa Clara, CA • 2021 - 2022
- Researched program needs to identify strengths and pain points by designing surveys and moderating in-depth interviews with current and former participants
- Collaborated with program director to address problem areas in UX and accessibility, design promotional content, and plan creative community events