

Nicole Anne Yap

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EDUCATION

University of California, Irvine

Irvine, CA

Bachelor of Science, Major in Informatics, Minor in Business Management

GPA: 3.9 | Dean's Honor List 2023 - Present

- **Relevant Coursework:** Introduction to Programming & Software Engineering, Human Computer Interaction

EXPERIENCE

UC Irvine Athletics

Irvine, CA

Digital Marketing and Creative Services Intern

August 2022 - Present

- Generate original digital graphics, photographs, and video projects of 18 Division 1 sport teams with Adobe Suite.
- Collaborate with media members to optimize game coverage and increase Media Day efficiency by 30%.
- Coordinate social media posting schedules through Sprout Social with an emphasis on enhancing online visual identity.
- Contributed to a 236% media engagement increase, placing the 7th largest in social interactions in the United States on official main athletic department accounts between 2021 and 2022.

Product Association at UCI

Irvine, CA

Product Marketing Fellow

January 2024 - April 2024

- Develop a product from ideation to launch with a cross-functional team of 5.
- Formulated original marketing strategies and branding techniques to meet 100% of sales targets, placing a focus on sales funnels and effective channels to drive brand awareness and user acquisition.
- Conducted user interviews and designed user personas to identify customer needs and establish application features.

Elk Grove Unified School District

Elk Grove, CA

Summer Youth Intern

June 2021 - July 2021

- Cooperated with an assigned transitional-kindergarten teacher to facilitate daily educational activities of 10 students.
- Finalized and implemented teaching responsibilities, augmenting streamlined and effective classroom instruction.

PROJECTS

HubConnect Application

Product Marketing Manager

January 2024 - April 2024

- Conceptualized the launch of a centralized subletting application and conceived the product in collaboration with software engineering, design, and management tracks in a quarter-long pitch competition.
- Assessed major competitors to devise a comprehensive go-to-market strategy with an estimated revenue projection of over \$7.34M five years post-launch.

Noma Travel Application

UX Designer

October 2022 - November 2022

- Aided a team of 6 to design a mobile app prototype through Figma centered around assisting users with finding travel destinations based on location preferences; achieved the final prototype in 7 weeks.
- Gathered survey data from 60+ volunteers and leveraged the information to navigate the full design process.

ACTIVITIES

Journeys

Irvine, CA

Retail Associate

January 2024 - Present

- Provide exceptional customer service and foster positive interactions by assisting customers with footwear and accessories that meet their needs and preferences, exceeding individual sales goals by upwards of 160%.
- Process monetary transactions accurately and efficiently while promptly using cross-selling techniques to increase the average purchase value by 15%.

Rhythmical Madness Dance Company

Elk Grove, CA

Student Director and Producer

August 2019 - May 2022

- Choreographed major and minor dance performances and annually mentored 20+ dancers.
- Consolidated internal and external company connections and initiated outreach to choreographers and organizations to maximize event production and fundraising opportunities.
- Expedited ticket sales through social media advertising and helped raise upwards of \$5,000 annually.

SKILLS & INTERESTS

Technical: Python, Adobe Suite, GSuite, Figma, Notion.

Language: English (Native), Tagalog (Fluent), Spanish (Conversational).

Interests: DJing, Music, Business, Dance, Film, Photography, Literature, Fitness.