

# Huiyi (Angela) Sun

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## EDUCATION

### University of Southern California

Master of Science in Business Analytics

Expected Graduation: Dec 2026

### University of Illinois at Urbana-Champaign

Bachelor of Science Liberal Arts and Science

August 2021 - May 2025

- Major: Econometrics and Quantitative Economics; Minor: Business

## PROFESSIONAL EXPERIENCE

### AI Case Competition

Participant, Semi-Finalist

California, Los Angeles

Sep 2025

- Collaborated with 6 teammates from diverse backgrounds to design an all-in-one shared calendar app aimed at increasing student efficiency while integrating academic and social activities
- Led a cross-functional team focused on product, design, and analytical roles by gathering user requirements, mapping core features, and translating needs into actionable product features – project management
- Built an interactive prototype using AI tools (Figma, etc.) that transformed concepts into functional UI flows that featured scheduling automation, team calendars, social activity attendance and personal planning through collaboration

### ECON Tutor Center

Tutor

Illinois, Champaign

Feb 2024 – May 2024

- Successfully improved academic performance of 10+ students in foundational economics courses by analyzing individual learning gaps and delivering personalized tutoring strategies for each student. Measured by increased test scores and assignment performance
- Delivered clear and concept driven instruction by transforming complex theories and concept into intuitive visual graphs and step-by-step reasoning to further bridge skill and knowledge gaps
- Collaborated with other tutors to refine teaching materials, holds tutor sessions before midterm and final exams and support in a unified approach of curriculum

### Xi'an Fengmao Jiacheng Industrial Co., Ltd.

Intern

China, Shaanxi

May 2023 – Aug 2023

- Assisted with comprehensive profile research of local companies using indicators including taxes, capital size, employee count, location, industry trends to identify enterprises with strong probability in purchasing or renting different facilities
- Used an AI and analytics tool to build comparison table across key enterprises indicators improving screening efficiency by 10%
- Collaborated with a team to build data-driven presentations to summarize comparison and analysis to enable end users to make more informed outreach decisions enhancing chances of success

### FACES Consulting

Consultant

Illinois, Champaign

Jan 2023 – Dec 2024

- Produced 10+ comprehensive market analysis reports using Excel, PowerBi and Tableau, creating data visualizations and trend dashboards that delivered clear insights on consumer, competitor and overall market behaviors and opportunities
- Improved client's user experience design through user survey analysis that consisted of a 50+ target audience. This identified key user preferences and converted findings into actionable UX recommendations that improved satisfaction scores by 20%
- Translated market research metrics into growth opportunities and competitive advantages for clients using tableau and structured PowerPoint storytelling to support decision making

## CAMPUS INVOLVEMENT

### UIUC CSSA

Vice President of Events

Illinois, Champaign

Aug 2022 – May 2025

- Directed and assisted in Spring Gala Showcase for four consecutive semesters, attracting over 600 attendees and generating over \$5,000 in ticket sales by organizing over 300 students as performers and volunteers, while overseeing rehearsals
- Successfully engaged over 200 students in team building activities by composing event proposals, coordinating logistics, managing a team of 30+ members, and training volunteers to ensure smooth event execution
- Collaborated with 15+ departments, organizations and faculty to leverage resources that enhance participant experience

### MIMOSA Dance Crew

Social Media Director, Dance Director

Illinois, Champaign

Jan 2022 – May 2023

- Drove 500% follower growth by executing a structured social media content strategy – designed visually appealing cover layouts, standardized editing styles, optimized titles for engagement and implemented consistent posting schedules
- Successfully coordinated 5+ cultural performances, including the Mid-Autumn Festival and Chinese New Year showcases, by managing logistics, performer schedules, event execution and training 50+ dancers

## ADDITIONAL INFORMATION

**Language Skills:** Mandarin (Native - Fluent), English (Fluent)

**Technical Skills:** Excel (intermediate), R (intermediate), Canva (intermediate), Editing (beginner), Python (intermediate), SQL (intermediate), Tableau (intermediate)