Cory Poon

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EDUCATION

University of California, Los Angeles (UCLA)   *Los Angeles, CA*
B.S. Cognitive Science; Digital Humanities Minor; Computing Specialization; (GPA: 3.85)   *December 2025*

Relevant Coursework: Fundamentals of User Experience, User Experience Design, Social Media Data Analytics, Cognitive Psychology, Gestalt Principles, Machine Learning, Object Oriented Programming, Web Development

EXPERIENCE

Product Designer | **EvacLink**   April 2025 - June 2025
- Built an AI-powered evacuation app matching at-risk users with trained volunteers in real time
- Designed WCAG/ADA-compliant UI with voice input, screen reader support, and high-contrast flows
- Won Grand Prize and title of "Most Societal Impact" at Innovate@UCLA for firefighting technology

Product Designer & Manager | **Presto**   March 2025 - June 2025
- Designed AI-assisted app that syncs annotations, tools, and music score edits across musicians in real time
- Streamlined rehearsal flow with collapsible music tools—cutting app-switching by 90% in user tests
- Improved rehearsal efficiency by 140% based on musician feedback—cut time lost to score updates

Product Designer | **Music of China Ensemble @UCLA Herb Alpert School of Music**   June 2024 - May 2025
- Increased club enrollment by 280% by leading team of 6 in developing a new club website
- Conducted interviews with 30 users to create 7 intuitive flows to encourage exploration of club offerings
- Led biweekly meetings to align on final designs and ensure that features accommodated user needs

UI/UX Design Intern | **Neoboard**   May 2024 - September 2024
- Conceptualized 4 iterations of an automated monitoring system that helps teachers track student progress
- Developed an anonymous question system within web application for students to ask questions in lectures without disrupting class–built on 35 rounds of user interviews to confirm user needs and pain points
- Aligned cross-functional stakeholders on design vision during key syncs, enabling on-time delivery of core features and contributing to a 20% increase in student engagement.

Founder & Product Designer | **VALORANT Banners**   December 2020 - February 2024
- Spearheaded design and development of a new video game shopping website to sell physical banners, resulting in: 383% increase in annual sales to $72,000 and 450% increase in website conversion rates
- Analyzed responses from 200 interviewees using Maze to define 3 iterations of website designs on Figma
- Designed catalog of 20 unique physical banners of video game characters using Procreate and Photoshop
- Managed communication and facilitated production with 6 different suppliers to create physical products

LEADERSHIP & PROJECTS

President | **UCLA Chinese Music Ensemble**   October 2024 - June 2025
- Led 160 students in producing 3 shows annually to a total live audience of more than 1500 spectators
- Increased student enrollment by 280% by building a new club website, conducting market research, and launching a marketing campaign, making the ensemble the largest Chinese ensemble in the United States
- Directed finance chairs in applying for and receiving $21,000 in funds annually to fund performances
- Mastered 6 traditional Chinese instruments and invited to teach and lecture at Universidad Veracruzana
- Conductor of the Genshin Ensemble–arranged students in playing in events of more than 1500 attendees

Content Creator | **TikTok, YouTube, Twitch, and Instagram**   July 2020 - September 2024
- Established a personal social media presence with over 200,000 followers, 35M views, and 18M likes
- Edited high quality content to maintain consistency–7 short-form and 1 long-form each week
- Competed against 10,000+ applicants for event opportunities with FaZe Clan and OfflineTV & Friends
- Drove communication between 4 editors, 2 thumbnail artists, and 3 content/talent managers
- Invited as 1 of 30 content creators worldwide to participate in Riot Games' A25 Summit

SKILLS

Languages: Fluent in English, Cantonese Chinese, and Mandarin Chinese
Skills: Programming (C++, Python, HTML, CSS, JavaScript), Analytics (R, MATLAB, Excel, Tableau), Gaming
Tools: Figma, Maze, Useberry, Microsoft Office, Google Workspace, Notion, Procreate, Photoshop, Premiere Pro