AMY TANG

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EDUCATION

University of California, Berkeley | *B.S. in Business Administration, Certificate in Design Innovation* **Graduation: May 2029**
Relevant Coursework: Foundations of Data Science, Foundations of Business, Bio-Inspired Design

De Anza Community College & West Valley Community College, *Dual Enrollment Student* **Cumulative GPA:** 4.00/4.00
Relevant Coursework: Introduction to Programming in Python, Business Law, Theories of Personality, Intermediate Calculus

PROJECT EXPERIENCE

Audi, *Product Manager (Contract)* *Sep. 2026 - Present*

- Building a working prototype for Audi's Innovation team that combines cross-domain concept mapping with simulated customer feedback to help the team surface & pressure-test new technology-scouting filters beyond existing persona research

Klarna, *Design Consultant (Contract)* *Sep. 2026 - Present*

- Auditing Klarna's app and web homepage across content (messaging, CTAs) and design (layout, visual hierarchy, usability)
- Conducting mixed-methods research including user interviews, competitor analysis of 6 BNPL platforms, and A/B testing
- Designing high-fidelity Figma prototypes of alternative home screen and web homepage concepts alongside research deck

Cal Football, *Designer (Freelance)* *Aug. 2026 - Oct. 2026*

- Designed the 2026 Cal Homecoming Football Game poster for social media promotion and 20,000-piece stadium giveaway
- Developed 4 initial concept layouts focused on California Memorial Stadium history, Cal traditions, and Berkeley culture

Global Dialogues Challenge of the Collective Intelligence Project, *Team Lead* *Jun. 2025 - July 2025*

- Led a 6-person team to a Top 12 finish (out of 500+ contestants across 30 countries) in the Challenge, using the open-ended format to analyze 20,000+ survey responses and creatively communicate public attitudes towards artificial intelligence
- Designed UI, mockups, and two automated agents for the project's website, framing survey insights from 75 countries and languages into a dating-app-style interface that visually showed what brings people together rather than what divides

EXTRACURRICULAR EXPERIENCE

Stanford Deliberative Democracy Lab **Palo Alto, CA**
Research Assistant *Jan. 2025 - Present*

- Increased lab's LinkedIn impressions by 295% over Q2 2026 and launched its Instagram page as social media manager, creating research and event content with partners including Meta, Microsoft, Cohere, and DoorDash
- Head reviewer for over 150 projects of lab's global briefing material repository, allowing on-demand deliberations to be held
- Presented on AI's impact in work, healthcare, & housing at the 2026 American Political Science Association Conference

California Association of Youth Courts (CAYC) & Santa Clara County Peer Court **Sacramento, CA**
CAYC State Advisory Board Member, Santa Clara County Peer Court Attorney *May 2024 - June 2026*

- Represented ~80 CA restorative justice youth courts, helping to divert youth from the traditional juvenile system
- Led reintegration of Santa Clara County Peer Court, increasing student-handled cases by 800%; presented at CASCWA 2026

Hongyun Art Studio **Cupertino, CA**
Administrative Assistant Team Lead *Sep. 2024 - Aug. 2026*

- Managed class schedules & payments of 1,500 students; designed ~50 projects; trained 8 new hires on day-to-day operations
- Redesigned payroll system through vibe coding and iterative testing with staff, automating hour tracking for 25 employees and eliminating manual timesheet entry

CAMPUS INVOLVEMENT

Berkeley Haas Spieker Student Advisory Board – Selected to represent ~250 Spieker program students on the inaugural board, shaping undergraduate business programming around Haas's four Defining Leadership Principles

Product Space @ Berkeley – Fellow in Berkeley's first product management club; developing a foundation in user research, product thinking, interview readiness; working on semester-long fellowship project (<5% acceptance rate)

Undergraduate Marketing Association – Design consultant in Berkeley's first marketing consultancy (<10% acceptance rate)

SKILLS & INTERESTS

Skills: Design and Prototyping (Adobe Suite, Figma), User Research, Python (data analysis), Prompt Engineering, Mandarin
Interests: Illustration, Clothing Design, Swimming, Hiking, K-Pop, Trying New Cafes, Baking, Journaling, Pickleball