

Angela Koo

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EDUCATION

Cornell University, College of Arts & Sciences

Ithaca, NY

Bachelor of Arts in Information Science

Expected 2028

- GPA: 3.92/4.0 | Relevant Coursework: Data Science, Object-Oriented Programming & Data Structures, Programming for the Web, Text Mining, Probability & Statistics

PROFESSIONAL EXPERIENCE

Digital Technology & Innovation, Cornell (Cornell DTI)

Ithaca, NY

Associate Product Manager & Product Marketing Manager

Jan 2026 - Present

- Built an AI-assisted triage workflow that searches the product's codebase to diagnose customer-reported bugs, classifies each as frontend or backend, rates severity, and gives engineers fix summaries; reduced bug response time by 40%
- Revamped the CURaise product roadmap around a multi-campus expansion vision, prioritizing seller-side CRM refinements and Zelle payment integration to prepare the platform for rollout beyond Cornell
- Achieved a 70% response rate across 60 organizations by segmenting prospects into 10+ categories, personalizing outreach with insights from in-person Club Fest conversations, and A/B testing two cold email value propositions

Bai Xian Asia Institute (BXAI)

Hong Kong

Communications & Development Intern

Jul 2026 - Sep 2026

- Captured engagement data from 1,000+ visitors at zero cost by building a tracker in Google Apps Script after finding that existing tools, including Padlet's analytics, did not meet the program's needs
- Helped deliver a 3-week conference on "Humanity in the Digital Age" for 70+ scholars from 8 countries by coordinating logistics for seminars led by government officials, professors and industry leaders
- Produced 20 social media graphics, conducted interviews with visiting scholars and professors; reached 5,000+ views and grew engagement by 120%, strengthening organization's content strategy

Tendra

London, UK

Co-founder & Growth Lead

May 2025 - Present

- Identified Amazon as the most scalable sales strategy by testing three channels: Instagram direct-to-consumer, wholesale outreach to 8+ retailers, and Amazon
- Grew the brand from zero to 7,000+ social media followers by running content campaigns and partnering with creators

XHorse

Shenzhen, China

Product Management Intern

May 2025 - Jul 2025

- Conducted hands-on usability testing of HMI software for a new 5-axis CNC machine, surfacing gaps pre-launch
- Collaborated with engineering and media teams to bridge knowledge gaps between builders and end users
- Designed bilingual (EN/ZH) product documentation in Figma, translating technical specifications for a global audience

PROJECTS

ClubHub | Frontend & Design Lead

HackMIT 2026, 2nd Place, Dropbox Challenge | Sep 2026

Designed and built the full frontend for an AI-powered campus discovery platform in 24 hours with a team of 4. Built a personalized interactive graph that matches students to clubs by stated goals, capping each view at 25 nodes to keep 1,250+ club records legible. Shipped a live-update interface consuming AI-extracted events from Dropbox files, including polling, state merging, and source-file provenance on every event so no unverified event reached users.

React, Vite, Tailwind CSS, React Flow

AWARDS

High Commendation, research essay on Modern Monetary Theory *John Locke Institute*

2023

SKILLS & INTERESTS

Languages: Native fluency in English, Cantonese, Mandarin; Intermediate Japanese

Skills: Agentic Engineering, Data Visualization, Product Thinking, Usability Testing, UX Research, A/B Testing, GTM Strategy

Tools: Python, SQL, JavaScript, React, HTML/CSS, Google Apps Script, Microsoft Excel, PowerPoint, Figma, Canva

Interests: Orchestra (violin), Marathon, Rock Climbing, Baking, Café hopping, Kayaking, Journaling