

# David Zhu

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## EDUCATION

University of California, Berkeley + Haas School of Business

December 2022

B.A. Computer Science and B.S. Business Administration

## WORK EXPERIENCE

Algoverse, Palo Alto, CA

Apr 2024 – Present

Product Manager

- Spearheaded the creation of an AI Research bootcamp, establishing clear timelines and milestones to guide high school students in conducting AI research under the supervision of PhD researchers. This initiative successfully engaged 600+ students across 4 cohorts and resulted in a research publication in ACL SRW 2024.
- Synthesized user research from focus group interviews and Google Analytics to establish benchmarks for influencer partnerships. Managed project timelines, marketing communications, and pricing negotiations to drive the creation of a viral TikTok reel, achieving 900,000 views, \$350K in revenue, and 240 new applications.
- Implemented A/B testing on email subject lines, content, and product discounts, creating detailed benchmarks to evaluate effectiveness, resulting in a 43% increase in response rates for school outreach campaigns.
- Led User Acceptance Testing sessions for the website redesign and rebranding of Algoverse, setting deadlines and milestones to ensure project completion, leading to a 22% increase in user engagement and a 9% rise in conversion rates across program applications.

Branch Metrics, Palo Alto, CA

May 2023 – Aug 2023

Software Engineer Intern

- Designed and developed an internal React dashboard for visualizing and managing feature flags across 300+ microservices, which replaced Branch's old flag management platform to make the process safer and faster. Presented a demo to the CTO and Engineering department with highly positive feedback.
- Collaborated with frontend, backend, and DevOps teams to implement the dashboard's frontend interfaces, REST APIs, and backend using JavaScript, Express, AWS, and Node.js.
- Created an automated CI/CD pipeline using GitHub Actions and utilized Docker and Kubernetes for deployment to both staging and production clusters, cutting deployment times by 80%.

RheoSense, San Ramon, CA

May 2022 – Aug 2022

Software Engineer Intern

- Automated 500+ daily XML and SQL queries to streamline JSON data transfer between MySQL and Quickbooks, saving several hours of daily manual input by the Sales team.
- Designed and deployed a diagnostic tool, leveraging jQuery and scripting to parse 1,000s of hardware logs into MySQL for examining product health, which led to the company's first product-monitoring software.

## PROJECTS

Algoverse AI Research Website, <https://algoverseairesearch.org> | Next.js, Tailwind, Framer Motion

- Designed and implemented a website redesign for Algoverse AI Research.
- Utilized focus group interviews and A/B testing to facilitate the development of the UI/UX of the website.
- Built with responsive design for all screen sizes, with an emphasis on mobile UI/UX, and optimized CLS + LCP using page insight reports, caching protocols, and website design best-practices.

## SKILLS

A/B Testing, Google Analytics, Jira, Project Management, Java, Python, Typescript, JavaScript, React, SQL, Kubernetes, Next.js, Git, Docker, AWS (S3, EC2), Pandas