

# DAVID ZHU

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## EDUCATION

University of California, Berkeley | Haas School of Business  
B.A. Computer Science and B.S. Business Administration

GPA: 3.7

## PROFESSIONAL EXPERIENCE

### Branch Metrics | Software Engineer Intern

May 2023 – Aug. 2023

- Led development and design of Flipper, a React app 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.
- Communicated consistently with engineering and UX teams to outline project specifications and deadlines.
- Implemented Flipper's front-end interfaces, REST APIs, and backend systems with Typescript, Express, AWS, and Axios.
- Created an automated CI/CD pipeline using GitHub Actions, enabling continuous delivery to both staging and production Kubernetes clusters.

### RheoSense | Software Engineer Intern

May 2022 – Aug. 2022

- Automated 500+ daily XML and SQL queries to streamline JSON data transfer between AWS 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 for the field engineers.
- Built a .NET and C#-powered graphical interface for uploading files and images to AWS S3 buckets and internal dashboards, which enabled pharmaceutical clients to securely configure confidential information input to databases manually.

### Converse | Contract Project Manager

Aug. 2019 – Dec. 2019

- Spearheaded a consulting project with Converse to rebrand their Chuck 70s product line for millennial and Gen-Z consumers.
- Managed and mentored 9 analysts, overseeing their development in public speaking, data analytics, and communication.
- Led weekly research assignments, supervised team meetings, and served as the primary liaison between our team and Converse, clearly communicating problems and progress via presentations and slide decks.
- Utilized Berkeley's market research databases to formulate actionable go-to-market strategies addressing customer touch points and pain points, resulting in two successful deliverables with Converse's upper management.

### Go Overseas | User Analytics Intern

May 2019 – Aug. 2019

- Researched and quantified user engagement trends in a digital campaign, leveraging Jupyter + Python to create data visualizations for a website with 1,000,000+ users, providing insights into consumer engagement patterns.
- Analyzed KPIs with Google Analytics to introduce new content marketing strategies for search engine optimization, increasing social media interaction by ~20%.

## PROJECTS

### Rezoom | Product Manager

- Worked with a team of UX designers, marketers, and engineers over 3 months to iteratively design a user-focused platform for finding on-campus opportunities at Berkeley, resulting in ~200 student sign-ups.
- Applied agile development methodologies to prioritize feature implementation and coordinate parallel development.
- Conducted focus group interviews with prospective users to identify pain points and determine product-market fit.

## EXTRACURRICULARS

### Berkeley ABA | Vice President

- Managed all internal and external inquiries for ABA, Berkeley's largest student organization for business consulting.
- Organized a 5-month agenda for training student members and facilitating community-building events to foster member connections and increase engagement.
- Directed a team of 20 people to organize club recruitment tasks, ranging from organizational branding and outreach to budgeting resources for equipment and marketing materials, resulting in a record ~1,200 student sign-ups.

### UC Berkeley College of Music: MUSIC 198 | Principal Instructor

- Established a music organization and original curriculum for improvisational piano, teaching 200+ students over 18 months.
- Provided mentorship and delegated responsibilities to 7 teaching assistants, fostering their musical and teaching skills.
- Collaborated closely with the music department and local community to source venues and direct 3 large piano concerts.