

Kristen Zhang

[linkedin.com/in/kristen-zhang](https://www.linkedin.com/in/kristen-zhang) | kristenzhang.hba2024@ivey.ca | github.com/IntentusKristen | intentuskristen.github.io

EDUCATION

Western University, Ivey Business School, London, ON
BESc, HBA, Dual Degree in Software Engineering and Business Administration Sept 2020 - Apr 2024
• Western Scholarship of Distinction, Robert & Linda Adams Scholarship, Dean's Honour List (2021, 2022)

EXPERIENCE

Meta / Major League Hacking Remote
Production Engineering Fellow Summer 2022

- Created an open-source, full-stack personal portfolio website template using Python, Flask, Jinja, MySQL, Nginx, Docker, and unittest, guaranteeing easy and flexible redeployment of code for future users.
- Applied continuous integration and continuous deployment to automated testing and deployment workflows; contributions improved troubleshooting process.
- Set up system and container monitoring, alerting, and visualization using Prometheus and Grafana; led to optimized computer processing and memory usage.

Western University London, ON
Data Research Intern Summer 2022

- Developed a user-friendly recording GUI that encodes the maximum quality and FPS of a camera hardware; implemented code set up the framework for future video data collection.
- Conducted multiple recording tests with the Luxonis Oak-D camera and documented hardware and software limitations, efforts ensured a smooth transition for future interns.
- Implemented code for automated file organization, giving users flexibility to customize and categorize storage of data.

GetGrooop Inc. Remote
Graphic Design & Marketing Intern 2020 - 2021

- Analyzed social media algorithms using Planoly and implemented a new marketing strategy, boosting business outreach by 1051% and content interactions by 333%.
- Partnered with Made of Millions Foundation to advertise a workplace inclusivity workshop series, securing a new business collaboration and partner.
- Spearheaded the launch of big social media campaigns such as Safety Week and Wellness Week to promote the company's mission statement and core values.
- Reconstructed numerous marketing programs and platforms such as Instagram, business website, marketing brochures, and advertisements, resulting in a revitalizing rebranding of the company's brand image.

LEADERSHIP

Innovation & Entrepreneurship Club London, ON
Co-President May 2022 - Present

- Planned and executed interactive club events to encourage leadership and build business acumen for club members; efforts increased student involvement by 36%.
- Managed an executive team of 12 members and directed bi-weekly meetings to delegate important tasks; enhanced team unity and ensured club activities ran smoothly.
- Oversaw finances, marketing, and club growth, resulting in consistent engagement within the student community.

PROJECTS

Monster Fighter (<https://github.com/IntentusKristen/Monster-Fighter>)

- Developed a video game that allows users to traverse a dungeon, fight mobs, collect coins, and ultimately save their pet lizard.
- Integrated mob movement, projectiles, collectables (coins), and XP bar.
- Utilized: C# programming, Unity, Prefabs, Git, Vector Transformations

Personal Website (<https://github.com/IntentusKristen/flask-blog>)

- Created a full-stack personal website where you can learn more about me, my experience, and hobbies.
- Implemented a timeline post that gets input from external users and posts it onto the website.
- Utilized: Python, Flask, Jinja, Javascript, HTML/CSS, Docker, Git, MySQL

Languages: Native proficiency in English, Bilingual Proficiency in Mandarin

Technology and Coding Languages: Python, C, C#, Java, JavaScript, HTML/CSS, Docker, Git, Linux, Figma, Unity

Interests: Graphic design, Technology, Reading, Hackathons