

# KAIRUI ZENG

kairuizeng@berkeley.edu  
Berkeley, CA | (510) 206 8793  
github: kaitokid | linkedin: kairui

## EDUCATION

- **UNIVERSITY OF CALIFORNIA, BERKELEY** Berkeley, CA  
**B.A. Double Major in Economics and Computer Science** May 2019  
Organizations: UC Berkeley Hyperloop, Computer Science Undergraduate Association, Cal Climbing  
Classes: Human Computer Interaction, Data Structures and Algorithms, Data Science Foundations

## WORK EXPERIENCE

- **PROPELLAND** San Francisco, CA  
**Creative Technologist** May 2017 - Ongoing
  - Software lead for a secret project to be used by all National teams at 2018 FIFA World Cup Russia™
  - Designed and developed back-end, architecture, pipeline and API with Django, RabbitMQ, and Swift
  - Built Google App and back-end to track incoming packages and business case for a smart lock project
  - Assisted with primary research and leading ideation sessions to form case studies and primary pitches
  - Assessed business strategies of clients such as Coca-Cola to identify new business opportunities
  - Analyzed UI and UX usability heuristics, helped define personas, and strategized ideal user workflows
  - Hosted pro-bono design thinking workshops for local non-profits together with Autodesk Foundation
- **UC BERKELEY ASUC - OFFICE OF THE CTO** Berkeley, CA  
**Project Manager & Deputy CTO** September 2016 - Ongoing
  - Leading a five person team to create a webcasting service for Berkeley classes and events
  - Building pipeline to automatically process video and track movement with an OpenCV framework
  - Pushed the service to be put to use between 5 classes in 3 departments in Spring 2017
- **CleNET TECHNOLOGIES** Santa Clara, CA  
**Product Management Intern** May 2016 - July 2016
  - Analyzed market need and managed the development of 4 core features to expand app functionality
  - Designed solution sets with engineers to lower barrier of entry for users in Western audience
  - Created a marketing campaign targeting University students increasing user base by 23%

## LEADERSHIP AND EXTRACURRICULARS

- **UAVS AT BERKELEY**  
**Co-Founder**
  - Co-founded the organization and obtained sponsorships from companies such as DJI, 3DR, BH Photo
  - Designed, developed and implemented UC Berkeley guideline regarding UAS safety and UAS policy
  - Leading workshops for campus community in flying and building UAS for research and recreation
- **U-LED**  
**Customizable Sound Reactive LED Strip**
  - Designed an IoT sound-reactive LED strip that runs off of an RPi, beat detection module, and USB mic
  - Built the backend with Flask and many Python libraries: supervisor, ws\_281x, subprocess, and more
- **TECHCRUNCH DISRUPT 2016 SF HACKATHON - WINNER**  
**CISCO Award**
  - Used NodeJS and node-flint to design and build an office productivity tool for Cisco Spark