

KAIRUI ZENG

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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, Docker**
 - Used **Python** with Google's Gmail API to detect incoming packages and for a smart lock project
 - Assisted with **primary research** and **ideation sessions** to build case studies and product pitches
 - **Assessed and redesigned business strategies** of clients like Coca-Cola for a new brand image
 - Analyzed UI/UX **usability heuristics, defined personas**, and strategized **ideal user journeys**
 - Hosted pro-bono **design thinking workshops** for local non-profits with Autodesk Foundation
- **UC BERKELEY ASUC - OFFICE OF THE CTO** Berkeley, CA
Project Manager & Deputy CTO September 2016 - Ongoing
 - Leading a team to create an **autonomous webcasting** service for Berkeley classes
 - **Building pipeline** to automatically process video and track movement with an **OpenCV** framework
 - **Soft-launched the service** which was put to use between 5 classes in 3 departments in Spring
- **CleNET TECHNOLOGIES** Santa Clara, CA
Product Management Intern May 2016 - July 2016
 - **Analyzed market need** and managed development of 4 core features expanding 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
 - Hosting 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