KAIRUI ZENG

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https://kairuizeng.com/KairuiZeng_Resume.pdf

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