

Amy Zhu

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EDUCATION

New York University

B.S. in Data Science & Applied Psychology | GPA: 3.71

New York, NY

Expected Dec 2023

- **Memberships & Distinctions:** Dean's Global Honors Scholar, Data Science Club (Director of Operations), Psi Chi Honor Society, Alpha Sigma Tau Sorority, Dean's List

EXPERIENCE

The Walt Disney Company

Product Manager Intern, Digital Products (Streaming)

Burbank, CA

June 2022 – Present

- Conduct competitor and survey research on other streaming services to define requirements and scope for the profile deletion and My Lists features on the Movies Anywhere app/website
- Produce Jira tickets for product design and engineering teams across web, mobile, and TV platforms
- Lead a deep dive analysis project with 8 cross-team stakeholders on a Movies Anywhere-adjacent platform and propose new features from gained insights
- Own and lead the process of creating the "Add to Lists from MDP" feature from the user research stage, to design and implementation, to feature launch

LingoAce – E-Learning Company

Product Manager Intern

Remote

Jan 2022 – May 2022

- Increased account creations and conversion to account portal visits by 37.5% by coordinating across 4 teams and 12 stakeholders to launch a new low-touch onboarding sign-up process
- Improved user journey of customers through developing 8 case studies of competitor analysis on email marketing, customer support, legal compliance, account homepages, and account creation
- Spearheaded the prototyping and design of 4 new features: calendar integration, live support chat, single sign-on (SSO), and trial reports

NYU Social Inequality and Intergroup Relations Lab

Research Assistant

New York, NY

Oct 2020 – Feb 2022

- Used Stata to clean 8,000+ points of surveyed data and conduct statistical analysis on the perceptions of racial equality and gender equality over time
- Created visualizations from study data using Tableau and aided in the production of the lab's research papers

SideChef – Recipe App Startup

Product Marketing Intern

Remote

April 2021 – Aug 2021

- Assisted in the launch of the referral program and zero-waste feature, leading to a 21% increase in users and 14.8% increase in purchases, respectively
- Conducted and analyzed 5 surveys and user interviews to understand customer pain points and desired app features
- Improved the customer shopping lifecycle for over 10,000 paying customers through A/B testing and conversion funnel optimization on Google Analytics 4
- UI/UX work designing marketing campaigns, the referral program, and the zero-waste feature

PROJECTS (see more at <http://www.amyzhu.io/>)

Google Maps Feature Proposal | Independent Project

June 2022

- Created the proposal for a new Google Maps feature, Safety First, which allows users to prioritize safety over speed when using navigation on Google Maps
- Prototyped the feature's minimal viable product in Figma and mocked a roadmap for its development timeline

ProQuest Historical Newspaper – NLP | NYU LDW 2021 Datathon, Python

Feb 2021

- Led team to place 1st out of 20+ teams in data hackathon, coordinating all meetings and the final team presentation
- Created custom training models to identify locations, business names, and products from advertisements

SKILLS

Programming: Python, Java, SQL, JavaScript, HTML/CSS, Stata, SPSS

Tools: Figma, Jira, Tableau, Google Analytics, Notion, SurveyMonkey, Excel, Git, Qualtrics

Languages: English (Native), Mandarin Chinese (Fluent)