

Amy Zhu

amy.zhu@nyu.edu | New York, NY | (678) 448-2742 | <http://www.linkedin.com/in/amy-zhu1/>

EDUCATION

New York University

B.A. in Data Science, B.S. in Applied Psychology | GPA: 3.68

New York, NY

Expected Dec 2023

- Distinctions: Dean's Global Honors Scholar, Psi Chi Honor Society, Dean's List
- Memberships: Product Management Club, Data Science Club @ NYU, Tech@NYU, Alpha Sigma Tau Sorority

PROFESSIONAL EXPERIENCE

Microsoft, Office365

Incoming Product Manager Intern

Redmond, WA

Expected May 2023 – Aug 2023

The Walt Disney Company, Streaming

Product Manager Intern

Burbank, CA

Jun 2022 – Aug 2022

- Coordinated development of 50+ tickets and PRDs across Design, Engineering, and Analytics to realize 3 new features on the Movies Anywhere platform
- Analyzed impact of new profile deletion feature on user data to ensure compliance with consumer data privacy laws
- Studied 20+ user testing interviews and conducted competitor research to identify user pain points and feature scope

LingoAce – E-Learning Company

Product Manager Intern

Remote

Jan 2022 – May 2022

- Increased the number of account sign-ups by 37.5% by coordinating across 4 teams and 12 stakeholders to launch a new low touch onboarding sign-up process
- Spearheaded design of 4 new features: calendar integration, live support chat, single sign-on (SSO), and trial reports
- Developed 8 case studies of competitor analysis on email marketing, customer support, legal compliance, account homepages, and account creation to improve customer journeys

NYU Social Inequality and Intergroup Relations Lab

Research Assistant

New York, NY

Oct 2020 – Feb 2022

- Cleaned and performed statistical analysis of 8,000+ points of surveyed data with Stata to study perceptions of racial equality and gender equality over time

SideChef – Recipe App Startup

Product Marketing Intern

Remote

Apr 2021 – Aug 2021

- Assisted in the launch of the referral program and zero-waste feature, leading to an 11% 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 on Google Analytics

LEADERSHIP & PROJECTS (see more at <https://www.amyzhu.io/>)

Product Management Club at NYU | Co-Founder & Vice President

Aug 2022 – Present

- Created the Product Management Club at NYU, an established student club on campus with over 250 active members in its inaugural semester in Spring 2023, passing rigorous new club application process with an 11% selection rate
- Connected over 40 industry professionals to 40+ carefully selected mentees through budding mentorship program

Google Maps Feature Proposal | Independent Project

Jun 2022

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

NYU LDW 2021 Datathon – Newspaper NLP | Data Science Hackathon, Python

Feb 2021

- Placed 1st of 20+ teams in data science hackathon, creating NLP machine learning model to identify business information from newspaper advertisements using spaCy
- Used Python to scrape through XML files with BeautifulSoup and addressed OCR errors using regex

SKILLS

Skills: UI/UX research, Agile, stakeholder management, leadership, XFNC team collaboration, data analysis

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

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