ALEX ZHAO

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EDUCATION

UC Berkeley (Management, Entrepreneurship, & Technology Program), Berkeley, CA   **Expected May 2021**
Dual Degree: B.S. Electrical Engineering & Computer Science/B.S. Business Administration **|** GPA: 3.73
Regent's & Chancellors' Scholar

La Canada High School, La Canada, CA   **2013-2017**
Valedictorian **|** GPA: 4.88 **|** SAT: 2380 (Math – 780, Critical Reading – 800, Writing – 800)

EXPERIENCE

National Geographic, Washington, D.C.   **September 2018 – December 2018**
Data Science Intern
- Analyzed 14 terabytes of digital user data on over a million National Geographic customers using Google BigQuery, Apache Spark, and Python libraries such as pandas and scikit-learn.
- Cross-validated various models such as random forests, multi-layer perceptron neural networks, and logistic regression to develop customer segmentation and increase customer retention rates.
- Built recommender systems for digital content, implementing unsupervised text clustering and collaborative filtering model.
- Recommended improvements in content and digital marketing strategies based on data insights.

Pivotal Software, San Francisco, CA   **May 2018 – August 2018**
Software Engineering Intern
- Pair programmed daily with team of four engineers for 12 weeks on Cloud Foundry, an open source multi-cloud platform.
- Updated & integrated command line interface written in Golang to support new Cloud Controller API.
- Developed continuous integration pipelines to enable agile, rapid deployment at scale for component teams.
- Released three new command line interface versions (v 6.37.0-6.39.0) for general deployment with over a million downloads.
- Gained experience in distributed systems architecture, test-driven development, and continuous deployment to cloud services such as AWS and GCP.

NASA-JPL, Pasadena, CA   **August 2015 – December 2015**
Aerospace Engineering Intern
- Designed & constructed model lander for public exhibition, writing remote access software in C++ on top of Arduino hardware
- Collaborated with Rosetta Mission team to model mission & assess mechanical risk.
- Evaluated construction costs; authored & reported financial statements to mission manager.

ACTIVITIES

Berkeley Consulting, Berkeley, CA   **September 2017 – present**
Highly selective, student-run undergraduate consulting organization working with Fortune 500 companies, startups, and non-profits.
Project Manager
- Provided recommendations to HSBC's Head of International Banking on customer acquisition and market entry strategies.
- Designed & built public-facing website for national non-profit lobbying for CO_2 removal.
- Created data visualization tools that were submitted to Senate committee record in April.

SKILLS

- *Languages*: Python, Golang, Java, C/C++, SQL, Ruby
- *Miscellaneous tools*: git, test-driven development, containerization, Linux, scikit-learn, AWS/GCP, Apache Spark, continuous integration & deployment
- *Interests*: paddle-boarding, philosophy (especially ethics and language), hiking, Roman history, and teaching speech/debate
- Fluent in English, Mandarin, and Spanish

PROJECTS

uHearingTest   **August 2014 – February 2015**
Co-creator, mobile app developer
- Collaborated with four other high school students to develop an iOS app written in Swift that identifies hearing loss.
- Won UCLA's Code for the Mission competition for $5,000 in prize money.
- Released app for free download on the App Store and reached over 8,000 downloads.