



# ANDY ZHUO

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## CONTACT

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## EDUCATION

**Harvard University** Cambridge, MA  
BA, cum laude, Computer Science & Economics  
Minor in Mind, Brain & Behavior  
2020 - 2024  
GPA: 3.87

## EXPERIENCE

**Harvard Tech for Social Good** Cambridge, MA  
Senior Product Designer

- jan 2023 - may 2024
- Led a team of 3 designers in redesigning an AI-powered bioacoustics visualizer for a nonprofit servicing users across 30+ countries to support biodiversity research and conservation efforts.
  - Performed user research and created wireframes for a full-stack web application for physical therapists to provide and monitor treatment plans.
  - Developed educational resources and led workshops to empower junior designers in creating user-centric design solutions.

**Education Perfect** Sydney, Australia  
Product Design Intern

- june 2023 - july 2023
- Spearheaded an 8-week redesign of a learning analytics interface at an EdTech SaaS startup, focused on making complex datasets easier for educators to access and interpret to improve learning outcomes.
  - Maintained cross-functional communications with 8 internal stakeholders to align product strategy in support of business goals.
  - Iterated on an interactive prototype with feedback from 22 users via a mix of moderated and unmoderated usability testing on Maze.

**Harvard Student Agencies** Cambridge, MA  
Corporate Designer

- sep 2021 - sep 2022
- Designed email marketing assets for The Harvard Shop, achieving an average 5% click-through rate among 6,000+ subscribers.
  - Worked with marketing and social media managers to launch a cross-promotional campaign with Bumble, attracting 200+ customers in a week to The Harvard Shop's 3 retail locations.
  - Monitored email and social media engagement analytics for The Harvard Shop and a student-run tutoring service to optimize user outreach and conversions.

## LEADERSHIP

**Harvard Economics Department** Cambridge, MA  
Senior Course Assistant

- aug 2023 - may 2024
- Oversaw 40+ tutors in providing additional content support to the Principles of Microeconomics & Macroeconomics courses, each with more than 700 enrolled undergraduates.
  - Hosted weekly office hours for upwards of 30 students to provide guidance on coursework.

## SKILLS

### Programming

- > C/C++, Python, JavaScript, Swift
- > HTML & CSS, SwiftUI
- > React.js, Node.js

### UX/UI Design

- > A/B Testing
- > Affinity Diagram
- > Contextual Inquiry
- > Cross-functional Collaboration
- > Data Visualization
- > Design Systems
- > Information Architecture
- > Low to High Fidelity Prototyping
- > Usability Testing
- > User Flow Diagrams
- > User Research & Personas

### Tools

- > Adobe Creative Suite
- > Microsoft Office
- > Figma, FigJam
- > Sketch

## RELEVANT COURSES

### Human-Computer Interactions

- > Engineering Usable Interactive Systems
- > Design of Useful & Usable Interactive Systems
- > Code, Data & Art
- > Artificial Intelligence

### Programming

- > Abstraction & Design in Computation
- > Data Structures & Algorithms
- > Systems Development for Computational Sciences

### Other

- > Entrepreneurship & Innovation
- > Biological & Artificial Visual Systems
- > Social Psychology