

# Anna Zhang

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[Personal Website](#) | [Github](#) | [LinkedIn](#)

## EDUCATION

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**Brown University** | Providence, RI

Expected May 2024

Master of Science in Computer Science

- GPA: 4.00/4.00

**Boston University** | Boston, MA

Sep 2018 - May 2022

Bachelor of Arts in Computer Science, Minor in Visual Arts, Cum Laude

- GPA: 3.80/4.00
- Kilachand Honors College

## SKILLS

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**Product Design:** User Research, Wireframes, Prototyping, User flows, A/B Testing, Style guides & Component library

**Programming:** SQL (BigQuery, PostgreSQL), Python (Pandas, Numpy, Scipy, Scikit-learn), Javascript, HTML, CSS

**Tools:** Figma, InDesign, Tableau, LaTeX, Github, Excel, Google Analytics

**Languages:** Mandarin, English, Korean

## WORK EXPERIENCE

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**Earthly** | England and Wales, Remote

*Martech Project Manager Intern - Global Marketing Team*

May 2023 – Present

- Created project plans and timelines in **Jira** by meeting separately with marketing and engineering teams and resolving marketing desires with engineering ability in the most expedient way possible
- Created and currently maintain outcome roadmap and spring board in **Notion** for engineering and marketing teams
- Interviewed end-users to identify gaps in the customer experience, then redesigned the product to close those gaps
- Created user pain points, user persona, user journey map, and prototype for the new marketplace website
- Redesigned and developed marketplace website with **Figma** and **HTML/CSS** improving conversion by 42%

**Brown University** | Providence, RI

*UI / UX Assistant*

Sep 2022 – Present

- Design user interactions and design system for courses web page with Brown's Digital Learning & Design team
- Perform user research to identify usability problems for current course websites and propose design solutions based on the result
- Develop python script to scrape and analyze course evaluation data for Course Development team, then visualize the result in **Jupyter Notebook** and **Tableau**
- Collaborate with instructors to create engaging learning experience with Canvas, Gradescope, and Ed

*Head Teaching Assistant*

Feb 2023 – May 2023

- Designed and developed course website with **Figma** and **Javascript** where students can download homework and lab assignments, view course calendar, access syllabus, and receive weekly updates from course instructors
- Managed 200 weekly student assignments by delegating grading to course assistants, evaluating submissions and providing feedback, and assuming accountability for the timely release of results

*Student Web Designer & Developer*

Nov 2022 – May 2023

- Designed and developed a web application to visualize lobbying data in the U.S for Climate and Development lab with **Figma** and **Typescript**
- Led weekly check-in meetings with back-end engineers, researchers, and professors to engage all stakeholders
- Created milestones and implemented project roadmaps for team of 10

## PROJECTS

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**Took App**

Fall 2022

- Collaborated with a cross-functional team to redesigned an English learning app for a startup to boost app popularity
- Conducted user research and constructed a user journey map to identify pain points and potential optimization points
- Refined the signup experience and recommendation algorithm of the app via multiple iterations based on user feedback

**Big Data Processing**

Spring 2021

- Collaborated with 4 teammates to analyze Boston voting patterns for an article in the Boston Banner newspaper
- Utilized **Python** data processing packages, heatmap techniques and **Tableau** to analyze and visualize 20 voting datasets to predict Michelle Wu as Boston's 2021 mayor.