

Anna Zhang

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

EDUCATION

Brown University | Providence, RI Expected May 2024
Master of Science in Computer Science
Boston University | Boston, MA Sep 2018 - May 2022
Bachelor of Arts in Computer Science, minor in Visual Arts (**GPA**: 3.80/4.00; **Honors**: Kilachand Honors College/ Cum Laude)

SKILLS

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

Earthly | England and Wales, Remote
Martech Project Manager Intern - Global Marketing Team May 2023 – Present

- Liase marketing and engineering teams using **Jira** to facilitate business alignment and expedite action items
- Support cross-functional projects that are designed to identify, address and close gaps in the customer experience
- Redesigned and developed marketplace website to improve conversion with **Figma** and **HTML/CSS**.
- Created user pain points, user persona, user journey map, user flow and app skeleton for the new marketplace website
- Created and currently maintain outcome roadmap and spring board in **Notion** for engineering and marketing teams

Brown University | Providence, RI
Student Web Designer & Developer Nov 2022 – Present

- Designed and developed a web application to visualize lobbying data in the U.S for Climate and Development lab with **Figma** and Typescript
- Host weekly check-in meeting with back-end engineers, researchers, and professors
- Set milestones and distributed tasks in the meetings; manage **Slack** channels

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 and identify usability problems for current course websites. Propose design solutions based on the result.
- Develop python script to scrap and analysis course evaluation data for Course Development team; visualize the result in **Jupyter Notebook** and **Tableau**
- Collaborate with instructors to create engaging learning experience with Canvas, Gradescope, and Ed

Boston University | Boston, MA
Course Assistant – Android Application Development, Probability in Computing. Sep 2021 – May 2022

- Designed and developed course website with **Figma** and **Javascript**.
- Evaluated and provided crucial feedback to students' assignment submissions.
- Demonstrated responsibility by managing **50-200** weekly student assignments.

PROJECTS

Took App Fall 2022

- Collaborated with a cross-function team to redesigned a English learning app for a startup to boost app popularity.
- Conducted **user research** (persona, survey, usability testing) to collect user feedback; created a **user journey map** to identify pain points and potential optimization points.
- Refined the app based on user testing feedback with **multiple iterations** ; proposed **design solutions with algorithms** and approved by founders.

Big Data Processing Spring 2021

- Collaborated with four other teammates to analyze Boston voting patterns on a ward-precinct level to help publish an article for Baystate Banner.
- 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.
- Implemented a sentiment analysis algorithm for movie reviews using **natural language processing** techniques.
- Utilized **Pandas**, **Numpy**, **NLTK**, and **SKLearn** to improve the algorithm, ultimately ranking **20 out of 160** students.