



CATHERINE ZHANG

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EDUCATION

Cornell University

Expected 2022

B.A. Computer Science & Sociology, 3.9 GPA

Coursework: Functional Programming, OOP and Data Structures, Discrete Structures, Linear Algebra, Digital Product Design, Foundations of Artificial Intelligence, Culture & Politics, Inequality Studies

WORK EXPERIENCE

Flutter · Product Management Intern

June 2020 - Aug 2020

- Oversaw agile development and QA testing process of 3 new features for the first dating app to offer a real-time experience
- Created Figma mockups and conducted usability testing for UI overhaul that increased average weekly retention by 18%
- Streamlined user metrics analysis by automating 80+ SQL queries with Heroku, which reduced data retrieval time by 95%

Sancha · Web Dev & Business Intern

June 2019 - Aug 2019

- Designed and developed new website using HTML/CSS/JavaScript for a food & beverage company selling bottled matcha
- Sourced and initiated pitches to 5 new retail buyers in the NYC region while engaging with 9 existing accounts in Ithaca
- Revamped social media content to improve engagement by 30% and developed college marketing campaign for the fall

Cornell Center for Teaching Innovation · Technology Assistant

Jan 2019 - June 2020

- Advised 50+ faculty and TA's by troubleshooting online course management systems and digitizing classroom materials
- Supported the university-wide transition to remote learning during COVID-19 by preparing resources for virtual instruction, transcribing 20+ videos to improve accessibility, and providing feedback on newly-developed teaching methods

LEADERSHIP

Cornell AppDev · Product Manager / Marketing & Ops Lead

October 2018 - Present

- Managed team of 12 developers & designers and led weekly sprints to build the minimum viable product for Pear, a mobile app that facilitates connections between Cornell students (as Product Manager in 2020)
- Refined product vision, roadmap, and launch strategy by conducting market research/usability studies with 100+ students
- Acquired \$5000 in corporate sponsorships, organized \$3000 fundraiser, and shaped campus marketing initiatives for team recruitment and suite of 5 mobile apps with 10K+ MAU users (as Marketing & Operations Lead in 2019)

Women in Computing at Cornell · Faculty Relations Director

August 2019 - Present

- Planned the Lunch Bunch program, which selects 30 underclassmen to engage in small-group discussions with professors
- Facilitated communications between faculty board and student leadership as a representative for WICC's 1000+ members
- Coordinated 8 technical and behavioral skill workshops, panels, and mock interview sessions for CS & Info Science students

OTHER ACTIVITIES

Dean's Student Advisory Council, Phi Gamma Nu Business Fraternity (External VP), Bluebonnet Data Science Fellow

AWARDS & HONORS

Tanner Dean's Scholar (Top 1% of Arts & Sciences applicants), Dean's List, National Merit Scholar, Presidential Scholars Semifinalist, National AP Scholar

SKILLS

Python, Java, HTML, CSS, JavaScript, SQL, OCaml, PostgreSQL, Git, Jira, Sketch, Figma, Adobe Creative Suite, Excel