Sophia Zheng

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EDUCATION

University of California, Berkeley | *Bachelor of Arts* in *Data Science*   **Expected Graduation: May 2025**
- Relevant Coursework: Computational Structures in Data Science, Data Structures, Macroeconomics, Microeconomics, Econometrics, Evaluation of Evidence, Arts Entrepreneurship, Introduction to Probability and Statistics, Full Stack Dev Decal

EXPERIENCES

DoorDash | *UI/UX Project Manager (Contract)*   **San Francisco, CA** | *Dec 2023 - Present*
- Leading a cross-functional team of 10 associates to develop user surveys and detailed app feature/framework design aiming to create feature specific UI/UX prototypes and provide user testing results to spearhead new DoorDash customization functions.
- Analyzed 210+ survey responses on Qualtrics to incorporate feedback and insights for our DoorDash app prototype on Figma.
- Developed UI/UX prototyping framework and template in preparation for DoorDash Wrapped Project in-office deliverables.

EthiCAL Apparel | *Marketing Team Lead* | *VP of Internal Affairs* | *Product Designer*   **Berkeley, CA** | *Feb 2022 - Present*
- Developed content to highlight our social media as a student-run social enterprise with a sustainable mission, increasing user-engagement by 90% on Instagram through increasing brand visibility through consistent theming and interactive posts.
- Assessed Squarespace analytics to gauge sales and traffic overview on our website to create marketing graphics targeting GenZ consumers, generating an increase in key product website purchases by 45%.
- Led several design & marketing workshops to improve associates efficiency in software such as Illustrator and Figma contributing to 2 campus-wide Design-a-thons and collaborative website design improvement projects.
- Communicated with organization executives to plan for sales events, and the financial operations team to determine budgets and activities for internal club events, aiming to nurture a welcoming environment to promote diversity and inclusion.
- Created custom print-ready designs with high-quality mockups to print on sustainable apparel (link) simultaneously providing design consultations for custom orders using Adobe Illustrator and Adobe Photoshop generating $2300+ in revenue.

AfterWorks AI | *UI/UX Consultant (Contract)*   **San Francisco, CA** | *Sep 2023 - Dec 2023*
- Developed UI/UX prototype for Dark Mode version for AfterWork AI's website along with design and prototype wireframing.
- Contributed 450+ lines of code to develop the coded prototype for the Events page of AfterWork's main website using React, Typescript, HTML/CSS, Node.js, tailwind.css and Figma.

Rakuten Viki | *Creative Marketing Consultant (Contract)*   **San Francisco, CA** | *Sep 2023 - Dec 2023*
- Generated marketing content for Rakuten Viki's new "Kdrama Day" event through crafting demographic-targeted visual content following branding guidelines and employing storytelling strategies to grow audience interaction.
- Created short-form video content on TikTo bk and Instagram Reels to gain 5000+ interactions from GenZ users and implemented on-campus marketing strategies to connect with Berkeley students in person.

Innovative Design | *VP of External Affairs* | *Digital Designer*   **Berkeley, CA** | *Feb 2022 - Dec 2023*
- Planned and hosted an annual Designathon sponsored by the San Francisco Museum of Modern Art [SFMOMA] (link).
- Collaborated with internal teams - finance, marketing, executive - to coordinate the marketing for our Designathon event.
- Created logo and asset designs for Berkeley-affiliated organization clients and designed club-wide marketing assets.

PROJECTS & ORGANIZATIONS

IG Stories Songfinder | **Javascript, Figma HTML/CSS, Github, Web API , GPT-4**   *Apr 2024 - May 2024*
- Developed a web application that allows users to upload images to return a recommended song that fits the photo's mood.
- Integrated Spotify's Web API and Open AI's GPT-4 Turbo to optimize song recommendations with image detection.

Personal Website | **HTML/CSS, Javascript, Figma, Github**   *Jun 2023 - Present*
- Prototyped website features on Figma, update layout and portfolio works using VSCode with HTML/CSS and JavaScript.
- Updated and made general enhancements on more user-friendly and accessible features including screen appropriate scaling.

AfterWorks AI | **Figma, Javascript, HTML/CSS, React, Tailwind.css, Node.js**   *Sep 2023 - Dec 2023*
- Maintained branding elements, creating mock-ups to be coded for the AfterWorks event page, designed using Figma.

Dressify | **Python, GitHub, Reflex, Figma, VSCode, Together.AI**   **San Francisco, CA** | *Oct 2023*
https://devpost.com/software/dressify [AI Hackathon - Cal Hacks 10.0]
- Developed a web application using Reflex (front-end & back-end in Python) which implements together.AI's API to create AI generated images that takes user's selections to generate a complete outfit.
- Collaborated with a team of 4 - developers and designers to create a functional prototype and demoed our web app to judges.

SKILLS & INTERESTS

- **Technology:** Adobe Illustrator/Photoshop/Lightroom, Python, Java, Javascript, HTML/CSS, Figma, SQL, Visual Studio Code, R Studio, IntelliJ, Reflex, Microsoft 365(Excel)
- **Interests**: Acoustic Guitar, Typing, Sketching/Croquis & Digital Design, Badminton **Languages:** English, Chinese, Korean