Jacob Shen

+1 (818) 306-8831 | jacobshen030703@berkeley.edu | https://www.linkedin.com/in/jacobshenn/

EDUCATION

University of California, Berkeley   **GPA: 3.92**
B.A. in Computer Science   *Expected May 2025*

RELEVANT COURSEWORK

Advanced Computational Structures, Data Mining, Advanced Data Science, Engineering Economics, Econometrics, Advanced Programming in R, Advanced Machine Learning, Artificial Intelligence, Principles of Management, Digital Marketing

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PROFESSIONAL EXPERIENCE

Apollo Automobil | Product Management Intern   Germany/Remote |*May – August 2024*
Apollo Automobil is a German supercar manufacturer with a focus on luxury vehicles with hyper features
- Created the high-impact pitch deck for Apollo's engineering service outsourcing deal, tailored to top Taiwan ESO providers, driving strategic business partnership opportunities.
- Executed an in-depth social media analysis of Gen Z supercar culture, providing insights that contributed to a 40% increase in engagement across digital marketing campaigns for Apollo's upcoming electric hypercar.
- Presented findings to senior leadership, resulting in a data-backed pivot in the product's marketing approach to target younger audiences, driving a 25% reduction in cost per acquisition.
- Utilized Figma to transform legacy website, balancing design and widget layout to achieve a 95% user satisfaction rate.
- Coordinated cross-functional communication between AFMG's German and International marketing teams, ensuring alignment and successful execution of global marketing strategies

Bridge | Product Manager   Berkeley, CA | *May 2023 – May 2024*
Bridge is a startup focused on improving inefficiencies in go-to-market channels for SaaS companies through hackathon marketing
- Raised additional $70,000 USD in initial funding by developing a comprehensive business plan, effectively communicating the unique value proposition of the hackathon marketing platform
- Led 4 hackathon usability studies with 4 SaaS startups and over 100 participants by coordinating with startup representatives and analyzing participant feedback to generate actionable insights for product improvement
- Built the minimum viable product to facilitate anytime-hackathon hosting by leveraging Flutter for cross-platform development and Firebase for backend services
- Established partnerships with 50 tech vendors, facilitating beta testing initiatives, achieving a conversion rate of ~30%

POIZON Global | Backend Software Engineering Intern   *Hong Kong, CN | May – August 2023*
POIZON is the world's premier genZ fashion marketplace and social media website with the world's largest augmented reality shoe and clothing library.
- Optimized merchant-side product listing algorithms for promotion events, reducing server response times by eliminating redundant information checks, and enhancing overall system efficiency by 25%
- Implemented Redis as a message broker to streamline data flow between Poizon's MYSQL & MongoDB transaction databases, improving data processing speeds by 20%
- Developed the management software for the "Convenient Purchase" feature, using Apache Dubbo to facilitate unique merchant-side bidding for the lowest list price, increasing the transaction inefficiency by 15%

WM Motors | Full Stack Software Engineering Intern   Los Angeles, CA | *May – August 2022*
WM Motors is a global leader in smart new energy vehicles and battery manufacturing, expanding its operations to the US.
- Redesigned the frontend user interface for WM Motor's mobile car-link application using React.js for both Apple and Android platforms, enhancing user experience and increasing app engagement by ~20%
- Used WXM and JavaScript to reengineer the car-link application for native 'WeChat' control, expanding the app's global reach, leading to a ~14% increase in user adoption rates

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PROJECTS

Lidar-Sensing Smart Cane   **Berkeley, CA**
 Embedded Technologies   *February 2023 – July 2023*
- Developed and prototyped a smart cane offering real-time directional suggestions for severely vision-impaired users, significantly enhancing mobility and safety by utilizing accurate haptic vibration feedback
- Integrated Lidar data with a vector-field environment to model proximal surroundings, implementing a custom reflex agent that provides precise directional guidance for users, increasing quick-time object detection accuracy by ~27%

SKILLS AND INTERESTS

Skills: MS Office Suite,Jira, Databricks, JUnit, MongoDB, Adobe Photoshop & Illustrator), UI/UX, Figma, Data Visualization, Aha!, InVision, Hotjar , Python, Java, C++, C#, , HTML, CSS, Javascript,, Wechat Mini Program Dev, SQL
Interests: Modern Jazz Saxophone Street Performer, Former Competitive Swimmer