

# Jeremiah (Jerry) Zhou

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## EDUCATION

### Northwestern University, Evanston, IL

Expected 6/2027

*Bachelor of Science in Journalism and Computer Science GPA: 3.9/4.0*

Honors: Dean's List (Fall 2023, Winter 2024, Spring 2024, Fall 2024)

## PROJECT EXPERIENCE

### Amazon Music Design Practicum, San Francisco, CA

1/25 – 3/25

*UX Designer – Listener Experience*

- Design an all-new product experience for project partner Amazon Music utilizing human-centered design principles
- Directed 5+ client/user interviews and offsite research at 2 industry-leading spatial audio venues to discover needs
- Execute product prototyping by coding audio visualizations, modeling dioramas, and implementing digital interfaces

### Step City, San Francisco, CA

1/25 – 3/25

*UX Designer and User Research Lead*

- Design and develop Step City, a social fitness app with gamified progression milestones and exercise incentives
- Synthesize user insights from 7 interviews into specific personas to identify needs and define problem statement
- Perform 10+ usability tests to identify issues and iterate prototypes based on user feedback

### Lizard's Legacy, Boston, MA

7/24 – 8/24

*Project Manager and Lead Programmer*

- Directed a 7-person Game Development team to develop and release action platformer game *Lizard's Legacy* in 8/2024
- Managed scope and schedule of game by leading daily stand-up meetings and organizing task management
- Designed and implemented character and enemy physics interactions and projectile motion

## OTHER EXPERIENCE

### Knight News Innovation Lab, Evanston, IL

10/24 – Present

*Research Assistant*

- Conduct case studies of 3 media startups and reviewed 45+ academic papers under Jeremy Gilbert for upcoming journal chapter on AI-powered vector search in media entrepreneurship, to be published by McGraw-Hill
- Hosted workshop to present findings on social media-based trends in news consumption to 2 news media executives

### NuAZN Magazine, Evanston, IL

1/24 – Present

*Product & Audience Lead, Writer*

- Direct user research and audience engagement efforts to expand magazine viewership and financial sustainability
- Write full-page creative writing features and graphic spreads to highlight and celebrate Asian culture and interests.

### Mirror World (Sonic), Hong Kong

2/23 – 6/23

*Managerial and Business Development Intern*

- Collaborated with CEO to perform qualitative market research on Web3 studio software and internal platforms
- Cultivated Software Development Kit (SDK) client relationships by networking at industry conferences, leading to establishment of brand collaborations with two major Web3 studios
- Organized and co-hosted a networking "Coffee House" event which attracted 500+ participants and 4 sponsors

### Ambrus Studio, Taiwan

10/22 – 5/23

*Marketing and Operations Intern*

- Created and published content for Ambrus' brand and its CEO's Twitter accounts, gaining 50K+ followers in 5 months
- Developed marketing slogan that was approved and utilized by CEO during campaign
- Organized online community-development initiatives, including non-fungible token (NFT) giveaways and game tips, to boost brand engagement
- Facilitated outreach to social media KOLs, via direct messaging, culminating in 4 successfully-signed partnerships

## SKILLS

**Technology:** Google Suite, GitHub, Git, VSCode, Eclipse, Godot Engine, Unix Shell, Office Suite

**Programming:** C, C++, Java, Javascript, HTML, CSS, Python, Racket, React, Vite, NextJS, Node.js

**Language:** English (Native), Mandarin (Native), Spanish (Intermediate), Japanese (Beginner)