

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 – Present

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 – Present

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

AIESEC-Northwestern, Evanston, IL

(International Association of Students in Economics and Business)

1/24 – 10/24

Business Development Analyst

- Initiated and maintained business partnerships through a multi-channel marketing strategy to identify 25+ new business partnerships with organizations at which students could intern

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)