JENNIFER LU

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EDUCATION

University of California, Berkeley   BA in Computer Science and Cognitive Science
Relevant coursework: Structure of Computer Programs (CS61A),   Expected Graduation: 2021
Data Structures (CS61B), Discrete Mathematics (CS70),   GPA: 3.5
Principles of Data Science (CS100), Introduction to AI (CS188)

EMPLOYMENT

Atrium, Growth Intern   June—August 2018
Tech-enabled corporate law firm for high-growth companies.
- Optimized lead generation and outbound prospecting processes in Salesforce/Apollo for 20+ email campaigns.
- Funneled leads into the sales pipeline with 100+ RSVPs per founder event and 50+ QMLs for the Contracts team.
- Drove product marketing initiatives by designing sales enablement assets for the business units on the legal side.

ObEN, NLP Intern   June—August 2017
Personalized Artificial Intelligence (PAI) authenticated on the Project PAI blockchain.
- Expanded and streamlined specific celebrity and universal chatbot question databases for the NLP team.
- Researched possibilities with ICOs for potential celebrity token ecosystems for future revenue development.

Data Application Lab, Data Science Intern   June—August 2017
Data science consulting firm and project-oriented educational platform.
- Executed queries that uploaded publicly available datasets onto DAL's educational database for their students.
- Cleaned and wrote documentation for datasets before they were uploaded to the online educational database.
- Generated chapter in DAL's data science textbook for students centering the application domain of data science.

SIDE PROJECTS & EXPERIENCES

Dingo   September 2017—Present
Mobile app that automates the process of notifying friends when one gets home through geofencing.
- Spearheaded product design process, including user/market research, wireframing, and prototyping. (Figma)
- Developed front-end for onboarding, home screen, and settings translated from product design. (React Native)
- Currently working on a more stable version for iOS through Swift with Firebase as backend. (Swift, Firebase)

Net Impact, Associate Consultant   January 2018—Present
UC Berkeley's consulting group focused on social impact and sustainable business practices.
- Led extensive data analysis on 500k user survey responses for the director of an online educational platform focused on social entrepreneurship seeking to segment and broaden their customer base. (Python, Excel)
- Worked with a sustainable outdoor clothing and gear company to develop a strategic shared economy model for their outdoor equipment through competitive analysis, risk assessment, and cost structure breakdowns.

BearMaps   April 2018
- Developed backend for a web mapping application similar to OpenStreetMaps with Java and parsed XML files.
- Interface of the city of Berkeley supports scrolling, zooming, and route finding using the A* search algorithm.

Scheme Interpreter   November 2017
- Developed scheme interpreter using Python that could read and evaluate primitive and user-defined procedures.

SKILLS & INTERESTS

Programming languages: Python, Java, Swift, React Native, R, JavaScript, Scheme.
Tools: IntelliJ, XCode, Android Studio, Jupyter Notebook, Excel, Figma, MySQL, Photoshop, Illustrator, InDesign.
Interests: Ultimate frisbee, oil painting, basketball, Sudoku, hiking, cooking.