

Belinda Zeng

401 Quincy Mail Ctr. 58 Plympton St. Cambridge, MA 02138 ▪ [c] 408.561.0868 ▪
belindazeng@college.harvard.edu

EDUCATION

Harvard University

Cambridge, MA

Computer Science, Psychology Secondary GPA: 3.92/4.00

May 2017

- **Relevant Courses:** Entrepreneurship & Innovation, Innovation & Design, Social Psychology, How to Nudge

ACTIVITIES

Eleganza

Cambridge, MA

Fashion Board

2013 - Present

- The Eleganza show is Harvard's premier fashion show, drawing in an audience of 2,000 students each year
- Secures fashion sponsors to support all model looks, styling models for photo shoots and the show
- Organizes model sizing and fittings, managing borrowed pieces and minimizing damage
- Handles backstage management of clothes and model dressing

California DECA

Cambridge, MA

Silicon Valley District Adviser, President of California DECA

2009 - Present

- Advises the new Silicon Valley DECA officer team (with planning the Leadership Conference)
- Led an organization of over **4,500 members**, an **increase of 1000+** members over the year
- Organized five **overnight** leadership and career development conferences over the course of three years
- Expanded the Silicon Valley DECA from six to **ten** chapters, increasing membership by **40%**

HEARTS Organization

Cupertino, CA

Co-Founder, President Emeritus

2008 - 2013

- HEARTS is a 501-c-3 nonprofit dedicated to providing education and basic necessities to underprivileged children globally and currently sponsors the education of 32 children
- Expanded the organization to **three chapters** in China, and **six chapters** in the US
- Forged partnerships, held fundraisers, applied for grants, implemented marketing campaigns

WORK EXPERIENCE

Fearless

Cambridge, MA

Co-founder

Jan 2015 - Present

- Our mission is to make it painless for young women to experiment with new styles and appreciate their bodies by providing a seamless experience for them to order a monthly, affordable surprise delivery
- Organizes beta testing with a select group of Harvard women
- Handles customer engagement, outfit curation, shipment processing, and clothing display

Pymetrics

New York, NY

Intern

Summer 2013

- Helped outline social media and marketing strategy for Pymetrics
- Applied knowledge of user interfacing to evaluate, redesign and code the current website and neuroscience games

OTHER

United States Patent 20110218664

Cupertino, CA

Inventor

2009 - Present

- Fashion Design Method, System and Apparatus for a virtual dressing room complete with custom "mini-me" models based on weight, height, pictures, measurements, and other data.

Figure Skating (National Level)

Cupertino, CA

Former Co-Captain

2007- 2013

- Led team to win Theatre on Ice Nationals (2013), qualifying for Worlds
- National Showcase Junior Duet Champion (2010); Pacific CoastSectional Juvenile Pair Champions (2009); Junior National Pair Finalist (2009)

SKILLS

- **Foreign Languages:** Fluent in Chinese, Proficient in Spanish
- **Microsoft Software:** Excel, Word, and Powerpoint
- **Programming Languages:** C, Ocaml, and basic Javascript, PHP, HTML, C++