

# Rulan Zheng

[www.rulanzheng.me](http://www.rulanzheng.me)

439 East Campus Mall, Madison, WI 53703 | 608-960-6217 | 96rulanzheng@gmail.com

## EDUCATION

### University of Wisconsin-Madison

#### *Bachelor of Science in Computer Science, Certificate in Art*

GPA: 3.4/4.0 (upper level Major GPA: 3.9)

**Awards:** Undergraduate Paper Award by University of Wisconsin Madison English Department

Third Award in the 31st Annual University of Minnesota Karate Tournament

**Relevant Coursework:** Data Structures, Software Engineering, Human Computer Interaction, Machine Organization and Programming, Algorithms, Image Processing, Graphic Design, Branding Design, Interactive Design, Digital Information

## SKILLS

**Programming Languages:** Java, Swift, C++, Objective-C, CSS, html, Matlab, Javascript, Ruby

**Software:** Photoshop, Illustrator, InDesign, Axure, Bootstrap, Invision, Dreamweaver, Middleman, Github, Origami

**Painting & Design:** (<http://www.rulanzheng.me/casestudy/artwork>)

## EXPERIENCE & PROJECTS

### The Wisconsin Institute for Discovery

Madison, WI

*UI/UX Designer* (<https://discovery.wisc.edu>)

January, 2018 – Present

- Applying user-centered design principles and working closely with discovery researchers to conceive and design beautiful, functional and engaging web & mobile interfaces. Involved in the early stages of research and ideation, and collaboration with teams

### Human Computer Interaction Lab, University of Wisconsin-Madison

Madison, WI

*Undergraduate Researcher* (<http://www.rulanzheng.me/casestudy/hci/>)

September 2017 – Present

- Worked on the research question "Is there a difference in memory and comprehension between students who learn from traditional static journal articles and digitally enhanced ones?" (by creating Javascript programs)
- Embedded multiple enhancements into a digital article prototype: pretest/post-test to measure learning, simulations and multimedia for experiencing Methods & Procedures, interactive Results that ask users to predict outcomes before presenting data
- Compared learning results from a static paper article and a digitally enhanced article(video version & simulation version)

### Computer Science Department, University of Wisconsin-Madison

Madison, WI

*Computer Science Tutor*

September 2017 – Present

- Working after classes to counsel students struggling with class material to help them understand introductory-level computer science classes: Data Structures, Java Programming, and Discrete Math
- Directing student computer laboratory work including homework, project assignments and exams

### Markable.AI

New York City, NY

*Website Designer/Developer Intern* (<https://markable.ai>)

May 2017 – August 2017

- Designed and implemented a dynamic single-paged website, with multimedia streaming and user inquiry management
- Used AngularJS and Google Firebase to build the company's website which was launched live and has gained thousands plus total hits
- Used Facebook and Twitter API to retrieve live social media feeds

### SoundGIFS

Madison, WI

*Developer* (<http://www.rulanzheng.me/casestudy/soundgifs>)

September 2016 – December 2016

- An iOS app that aims to bring conversation to life by using popular music you hear daily. Replicate a standard messaging application communicate with others by using small clips of music
- Collaborated with teammates to build the app using Swift, Alamofire, SQLite3, AVFoundation
- Focused on user registration and authentication through Facebook Developer API and consistent testing and debugging
- Developed prototypes and designed user interfaces

### TwinkleOn

Madison, WI

*Developer & Designer & Founder* (<http://www.rulanzheng.me/casestudy/twinkleon/>)

May 2016 – July 2017

- An iOS app that works as a platform to connect customers with local retailers who are in poverty (Farmers' Market's live map)
- Conducted over 100 market surveys to identify needs from both local retailers and customers
- Recruited fellow students into a team and delegated responsibilities
- Built iOS application in Objective-C, using Facebook, Google Map, Instagram and WeChat API to retrieve live social media feeds and create interactive user experience
- Developed prototype and designed user interfaces while fixing bugs and consistently updating features using internal testers

### Generating Artistic Style Drawings

Madison, WI

*Developer* (<http://www.rulanzheng.me/casestudy/matlab>)

September 2016 – December 2016

- A program generates artistic styles images including cartoonified picture, contour drawing, pencil sketches in b&w and in colors
- Focused on filtering, Canny edge detection, and noise reduction for different processes of the algorithm
- Coorborated with teammates based on multiple papers and implemented by MatLab

### Harvest Church of Madison

Madison, WI

*Technical Support & Website Developer*

May 2016 – August 2016

- Contributed to the website development (<http://www.harvestmadison.org>) and multiple designs of miscellaneous events.
- Kept updating social networks for a church community.