

# Franklyn Zhu

## Education

**YALE UNIVERSITY:** GRADUATING FALL 2017, NEW HAVEN, CT

Computer Science & Psychology Major; coursework in design, social psychology, statistics and data analysis, computer science, experimental research methods

**FULLSTACK ACADEMY:** FALL 2016, NEW YORK

Studying MEAN stack development in at Fullstack Academy, a web development bootcamp in NYC.

**WESTERN ACADEMY OF BEIJING:** 1997-2012, BEIJING, CHINA

## Experience

**JD.COM:** SUMMER 2016, BEIJING, CHINA

*Product Manager Intern* at the largest e-Commerce company in China

- Led cross-functional team of developers, designers, and marketers to create viral social media HTML mobile marketing game on WeChat; wrote PRDs, wireframes, initial mockups, and led decisions around user flow, game psychology, and design style
- Reduced development costs by 82% by negotiating with multiple game companies; acquired distribution channels with exposure to over 500,000 users by negotiating with other JD departments
- Analyzed production level SQL databases with hundreds of millions of data points, generating data-driven proposals to improve After Sales Satisfaction ratings
- Prototyped keyboard shortcut based data collection feature that enables After Sales Service agents to record user data from phone interactions; feature currently in development

**YALE CENTER FOR EMOTIONAL INTELLIGENCE:** 2014 - PRESENT, NEW HAVEN, CT

*Research Assistant*

- Built a text-message based survey system with Twilio, Node.js, MongoDB, saving costs by 90%, achieving 100% survey response rates
- Created novel interactive survey question types using JavaScript, enabling collection of emotion data
- Conducted multivariate statistical analyses on social and emotional data with R, produced interactive data visualizations in D3.js and Gephi; third authorship on psychology paper
- Designed surveys, psychometric tests, gaining deep familiarity with survey design and survey data analysis

**YALE INFORMATION TECHNOLOGY SERVICES -** 2014 - PRESENT, NEW HAVEN, CT

*Designer and Web Developer*

- Versatile designer with projects spanning print, web, film, and physical product design
- Led 50 person workshop on design and prototyping for the Yale Entrepreneurship Institute
- Designed funding pitch for EdTech startup StoryTime, which raised over \$25,000; product packaging for Yale-funded healthcare startup, TummyZen

**THE YALE SPIZZWINKS:** 2014 - 2016, NEW HAVEN, CT

*International Tour Manager* for the oldest underclassmen a cappella group in the US

- Managed international performance tour to Colombia, South America, and Sino-US cultural exchange tour to China; performed for US Secretary of State John and Chinese Vice Premier Liu
- Negotiated business and sponsorship contracts worth over \$90,000

## About

**PORTFOLIO**

www.franklyn.xyz

**CONTACT**

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## Skills

**PROGRAMMING**

Javascript  
HTML/CSS  
MEAN Stack  
Node.js  
D3.js  
R  
Python  
C  
Java

**SOFTWARE**

Adobe InDesign  
Adobe Illustrator  
Adobe Photoshop  
Keynote  
Pixate  
Sketch 3

**LANGUAGES**

Chinese (native)  
English (native)  
Italian (advanced)  
Spanish (advanced)

## Awards

**DESIGN**

Adrian Van Sinderen  
design award (2016);  
placed 2nd in annual  
university wide poster  
competition

**ACADEMIC**

National Merit Scholar