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 fullstack web development (MEAN stack) in NYC.

WESTERN ACADEMY OF BEIJING: 1997-2012, BEIJING, CHINA
International Baccalaureate Diploma; student council president; SAT 2310, GRE (VR 166, QR 160, AW 5.0)

Experience

JD.COM: SUMMER 2016, BEIJING, CHINA
Product Manager Intern at the largest e-Commerce company in China

- Led team of developers, designers, and marketers to create viral social media HTML mobile marketing game on WeChat; wrote PRDs, wireframes, intial mockups, and led decisions around user flow, game psychology, and design style
- Reduced development costs by 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 service agents to record user data from phone interactions; feature in development

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

- Built a text-message based survey data collection system for school in Florida with Twilio, Node.js, MongoDB; 100% response rate from teachers
- Designed and implemented social psychological experiments using Amazon MTurk
- 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

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 Premiere Liu
- Obtained performance and sponsorship contracts worth over $90,000

SIDE PROJECTS

- Exploratory Analysis Tool (web, independent): tool that generates interactive scatterplots for social psychology researchers, built in d3.js
- Corbett Prep Survey Dstributor (web, research): developed a text-message based survey system with Twilio, Node.js, MongoDB, saving costs by 90%, achieving 100% response rates
- Miner (prototype, independent UI project): prototyped a mobile app version of Amazon MTurk

About

PORTFOLIO
www.franklyn.xyz

CONTACT
franklyn.zhu@yale.edu
650 946 7649

Skills

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

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