SHEILA ZHANG

sheilazhang@utexas.edu · (469) 925-6104 · Austin, TX · LinkedIn.com/in/sheilazhaang · sheilazhaang.github.io/portfolio/

EDUCATION

University of Texas at Austin   B.B.A Business Analytics, Canfield Business Honors Program   May 2027
Minors: Computer Science, Finance | GPA 3.93/4.00

Coursework: Data Structures, Generative AI, Computer Architecture, Data Science in R, Programming in Python, Decision Science, Predictive Analytics, Linear Algebra, Management Information Systems, Information and Analysis, Database Management

EXPERIENCE

JP MorganChase - *Product Management Intern;* Chicago, IL   June 2025 - August 2025
● Synthesized findings from 7 design usability tests into **PRD** and **Jira story** defining engineering requirements for a filtering feature
● Conducted 15+ **user interviews** with bankers, capturing feedback on 12+ potential insights on the iQ Beta knowledge base
● Created 18 **user personas** in iQ Beta, collaborating with 2 designers and 3 engineers to align on role-based customization strategy

University of Texas at Austin - *Undergraduate Research Assistant; Austin, TX*   May 2025 - Present
● Assisting Prof. Metin Sengul on organization design research by classifying 50+ corporate org charts in Excel across global firms
● Designed a generative **AI prompt** to code complex organizational charts with ~85% accuracy, streamlining data collection

University of Texas at Austin - *Management Information Systems Teaching Assistant;* Austin, TX   Jan 2025 - Present
● Facilitated 48 review sessions for 80+ MIS Honors students, implementing interactive lesson plans to boost peer collaboration
● Partner with faculty to align on course objectives, leading to a 15% increase in course satisfaction based on mid-semester feedback

Liberty Mutual - *Software Engineering Intern;* Plano, TX   June 2024 - Present
● Spearheaded the launch of a centralized dashboard to streamline report access for 59 support agents, achieving 57% CSAT score
● Curated **product roadmap** while aligning vision across 7 **cross-functional** teams, engineers and stakeholders using **Agile**
● Authored 3-page **PRD** based on Moscow-reprioritized pain points, **NSM** & 24 **user stories** while managing back-end development

Liberty Mutual - *Marketing Intern;* Plano, TX   June 2023 - August 2023
● Designed a user-friendly SafeCo postcard using Figma launched to 7K+ prospective clients, leading to ~400 new registered users
● Conducted **market research** on the Ozarks region, utilizing insights to **optimize** the go-to-market-fit of a mail marketing campaign

PROJECTS

SafePace - *Founder* ($1.2K in non-dilutive grants)   February 2025 - May 2025
● Founded a fitness app enabling women to run safely with real-time alerts, AI-optimized routes, and community hazard reporting
● Secured $1.2K in funding and partnered with UT Austin's female running clubs to validate demand and pilot early adoption

Meals With Sheils Cooking Blog - *Content Creator*   February 2021 - Dec 2022
● Established a food & cooking blog using organic growth strategies achieving 8.9M views, 20.1k followers, and +1.4M likes
● Produced a cooking segment for Ikea's *Life at Home* campaign, generating $4.38 in revenue per click through product placement

LEADERSHIP EXPERIENCE AND ACTIVITIES

Girls in VC - Co-*President; Austin, TX*   April 2024 - Present
● Co-founded UT's first Girls Into VC chapter, growing a community of 50+ aspiring women investors and founders
● Led 18+ weekly meetings on **fundraising**, term sheets, and cap tables to equip women with investment literacy
● Hosted UT's first women's pitch event and VC panel with 80+ attendees and four Texas VC firms, securing $7k in sponsor funds

Genesis - *Ventures Lead;* Austin, TX   January 2024 - Present
● Founded Women's Mentorship Program, pairing 15+ female entrepreneurs with industry mentors with an 85% match retention
● Surveyed 20 CEOs to identify equity compensation **pain points** and create a standardized equity agreement for student founders
● Led due-diligence for wellness CPG investment, authored 12-page diligence report with market, competitor, and product analysis

Social Entrepreneurship Lab - *Product Fellow; Austin, TX*   September 2023 - December 2023
● Developed **MVP** and **product roadmap** of a content creation app, **prioritizing** 5+ key features based on 30+ **user interviews**
● Facilitated 15% reduction in development time by translating 6 product goals into 18 tasks for an 8-member **cross-functional** team
● Curated 4+ **hi-fidelity** Figma mockups of customizable avatar features, incorporating feedback from 2 focus groups and **A/B testing**

ADDITIONAL INFORMATION

Technical Skills: Java, JavaScript, Python, C, HTML, CSS, SQL (DDL/DML/DCL), ETL, R-Studio, Visual Studio, Git, React.js, Oracle, Snowflake, Excel CoLab, Azure API, BuildiBase, NoSQL, MongoDB, Text Analysis, Hypothesis Testing, Conjoint Analysis
AI Skills: RAG, LangChain, Fine-tuning, SFT, LoRA/PEFT, DPO, RLFH, Steering/SAE, Agentic AI, LLM Eval, Prompt Engineering
Product Skills: Jira, Agile, Trello, Wireframing, Figma, Usability & A/B Testing, KPIs, Roadmapping, Stakeholder Management
Interests: Hiking, Computational Social Science/Social Networks, Women in Entrepreneurship, Baking, Pickleball, K-Dramas