

SHEILA ZHANG

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EDUCATION

The University of Texas at Austin B.S. Computer Science, Honors | B.B.A. Canfield Business Honors Program May 2026
GPA: 3.65/4.00

EXPERIENCE

Liberty Mutual - Software Development & Product Intern; Plano, TX May 2024 - Present

- Spearheading the launch of a centralized dashboard to streamline report access for 59 supervisors, achieving 57% user satisfaction
- Curate **product roadmap** while ensuring vision alignment across 7 **cross-functional** teams, engineers and stakeholders using **Agile**
- Authored 3-page **PRD** based on MoScOW-reprioritized pain points, **NSM** & 48 **user stories** while managing back-end development
- Implementing a **low-fidelity** prototype to gather user feedback early in the development cycle, informing the UI's structure

Liberty Mutual - Marketing Intern; Branson, MO 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
- Developed a go-to content strategy that led to 1,400% organic growth in leads among 100+ local insurance adopters and exceeded target **KPIs** such as 10% conversion and 2.5% click-through-rate

Fort Montessori - Marketing Specialist & Customer Service Rep; Dallas, TX February 2022 - August 2022

- Doubled student enrollment with a customer-centric approach, generating 100+ leads and led facility tours with 78% conversion
- Enhanced parent experience, increasing NPS by 59%, by creating an easy-to-use online form for scheduling make-up appointments
- Leveraged Jackrabbit 2.0 software to manage enrollment, generate reports, and inventory to boost operational efficiency by 35%

Artificial Intelligence Research, University of Texas CS. Dpt. - Research Assistant; Dallas, TX June 2021 - August 2021

- Built a web platform with MRI, PET, and real-time data analysis to monitor Alzheimer's disease progression across 100+ patients
- Coordinated between two 7-member research teams to streamline data acquisition pipelines, reducing acquisition time by 25%
- Investigated Support Vector Machines (SVMs) in analyzing patient data, achieving 65% accuracy in identifying early-stage markers

PROJECTS

TikTok Cooking Blog & Ikea Sponsorship - Content Creator February 2021 - Dec 2022

- Established a Food & Cooking TikTok profile 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
- Leveraged platform to promote CPG and culinary ventures, driving a 39% increase in MAU rates through weekly product reviews

Rice 'CRISPR' Treat: Off-Target Gene Editing Framework (\$1.2K in non-dilutive grants) October 2022

- Analyzed 8.4K+ genome segments using NLP and Illumina Next-Gen Sequencing, identifying off-target edits with 76% accuracy
- Defined a pipeline for analyzing WGS data using open-source software, reducing processing time of genomic markers to > 3 secs
- Presented findings at 9 science fairs at the regional and state level, securing \$1,250 in non-dilutive research grants

LEADERSHIP EXPERIENCE AND ACTIVITIES

Genesis, UT Austin's Startup Fund - Ventures Analyst; 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
- Pioneered an 8-week plan to streamline fragmented communication, leading to a 47% increase in weekly Slack engagement rates

Mindful Match - Product Lead; Austin, TX September 2023 - Present

- Developed **MVP** and **product roadmap** of a wellness mobile dating 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**

Girls Who Code - President; Plano, TX Fall 2021 - May 2023

- Led a team of 27 girls to achieve 1.3K+ impressions by developing a web platform to connect students with HOPE Squad counselors
- Launched "Kids Who Code" outreach visits, held Micro-Bit coding demos to engage over 380+ students across 6 PISD schools
- Prioritized user feedback among 38 alumna to restructure a 7-month web-dev curriculum, leading to 58% increase in membership

ADDITIONAL INFORMATION

Technical Skills: Java, JavaScript, Python, C, HTML, CSS, SQL, R-Studio, Visual Studio, Git, React.js, Power BI, LaTeX, Excel, Word
Product Skills: Jira, Agile, Trello, Asana, Wireframing, Figma, Usability & A/B Testing, KPIs, Roadmapping, Stakeholder Management
Honors: NCWIT AiC Collegiate Award, TXSEF 1st Place Computer Science Division, Thomas Mathai Women in STEM Scholarship
Relevant Coursework: Financial Accounting, Probability & Statistics, Management Information Systems, Macro & Microeconomics