

# STANLEY ZUO

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## EDUCATION

**New York University**, *Steinhardt School of Culture, Education, and Human Development*

Bachelor of Science in Media, Culture, and Communication; Minor in Psychology

May 2017

- Major GPA: 3.90/4.00 | Cumulative GPA: 3.68/4.00
- Dean's List Student

## PROFESSIONAL EXPERIENCE

**Citiesense**, *UI/UX Design Intern*, New York, NY

Feb 2017-Present

- Create competitive analysis of map-based web platforms to benchmark product and understand user needs
- Conduct user interviews with early adopters to develop use cases and identify customer pain points
- Establish user personas for all existing and target users and determine use case overlaps between personas
- Design wireframes to map out user flows and document customer journeys from start to various endpoints

**eMarketer**, *Product Management Intern*, New York, NY

Sep 2016-Dec 2016

- Organized and participated in 40+ user interviews to collect user feedback and validate product prototypes
- Audited website and product user experience to discover customer pain points and opportunities for optimization
- Analyzed visitor data from Omniture and presented page traffic and conversion trends to the Product team
- Created user documentation for internal newsletter scheduling applications for various company stakeholders

**Audible, Inc.**, *Digital Marketing Intern*, Newark, NJ

May 2016-Aug 2016

- Recommended a campaign management solution meeting all business requirements of the marketing team
- Analyzed key performance indicators to compare paid search channel performance year over year
- Launched 15+ Facebook Custom Audience campaigns to target customers based on historical purchase behavior
- Categorized web tracking codes to improve visitor source recognition and landing page optimization

**EL Education**, *Communications Intern*, New York, NY

Feb 2016-May 2016

- Provided actionable insights based on Facebook and Twitter analytics to optimize digital content strategy
- Developed an annual social media calendar template for company to schedule recurring posts throughout the year
- Wrote and uploaded news stories to company website to promote visibility of community news and events
- Performed competitor analysis of rival marketing efforts to identify strategic opportunities and threats

**IVY**, *Content Intern*, New York, NY

Sep 2015-Dec 2015

- Devised a social media strategy which generated 200+ Facebook likes and Instagram followers within 30 days
- Planned and coordinated various cultural events with nationwide cultural institutions for 50+ attendees
- Searched for venture capitalists and other potential investors to invest in company; secured one investor

**MADE Agency**, *Web Development Intern*, Cape Town, South Africa

Jun 2015-Jul 2015

- Developed a web application in Ruby on Rails for local musicians to share their music and social media profiles
- Created and presented lookbook concepts and content strategies for Nike Tech Pack Fall 2015 product launch

## LEADERSHIP & SERVICE

**New York University Steinhardt IPAC**, *Programming Committee*, New York, NY

May 2016-Present

- Plan and promote two events per month to celebrate and engage international diversity within the student body
- Provide advisement to address international student issues and assist in new international student orientation

**Alpha Phi Omega National Service Fraternity**, *Brother, Executive Board*, New York, NY

Sep 2013-May 2016

- Performed 20+ hours of community service each semester, e.g., volunteering at park clean ups and soup kitchens
- Educated 70 members in the history and principles of the fraternity by planning and leading weekly pledge classes
- Recruited 30+ prospective members for Spring 2014 by organizing 5 social events during recruitment week

## SKILLS & INTERESTS

- **Languages:** Fluent in Mandarin; Conversational in Cantonese
- **Programming & Web:** HTML, CSS, Ruby on Rails, Python, SQL, Google Analytics, Adobe Analytics
- **Software:** Microsoft Word, Excel, Adobe Photoshop, Illustrator, SPSS statistical package, Salesforce
- **Interests:** Wristwatches, Android Devices, Video Games, RC & Simulated Aviation, Nerf