Zara Merchant

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Education

Rutgers University | New Brunswick, New Jersey   September 2022 – Present
                                                                                                                    GPA: 3.7/4.0, Dean's List

Relevant Coursework: Calculus I & II, Data Structures, Discrete Structures I & II, Computer Architecture, Linear Algebra, Systems Programming, Software Methodology, Data Management

Experience

Artificial Intelligence Research Assistant | New Brunswick, NJ   *Present*
Aresty Program
- Support the research team by collecting and analyzing traffic crash data, contributing to the evaluation of the effectiveness of pedestrian safety measures

I.D.E.A. Emerging Technology Intern | New Brunswick, NJ   May 2024 – August 2024
Intern
- Developed a course exploration application utilizing React and other technologies, improving the UX for course selection
- Led the design of an intuitive and accessible user interface using Figma, enhancing user engagement.
- Conducted extensive primary and secondary research on the product, boosting design efficiency by 35%.

HackRU Marketing Team Director | New Brunswick, NJ   June 2023 – Present
Director
- Acted as the main public liaison and marketing lead for HackRU, driving follower count by 80.2% and impressions by 1,866% on a widely accessible social media platform for the hackathon.
- Led a team of organizers and responsible for organizing and managing various marketing aspects, such as social media, emails, and interest meetings.

Blueprint Software Engineering Fellowship | New Brunswick, NJ   February 2023 – April 2023
Fellow
- 8-week immersive course involving development of a web application utilizing React, JavaScript, and HTML, and gaining proficiency in both frontend and backend architectural components.
- Applied data structures to real-world scenarios and collaborated with other engineers using version control for effective teamwork, honing skills applicable to software engineering or related roles on product development teams.

Amplify Education | New York, NY   June 2022 – August 2022
HR/Math Intern
- Assisted with multiple HR projects involving infographic designing, financial planning, and researching.
- Optimized Desmos learning tool accessibility, inputting alt text for images & interactive graphs, enhancing user experience for students.

Projects

Virtual Cookbook
Technologies: Javascript, React.js, HTML, CSS
- Designed and developed a virtual cookbook web application using React.js, HTML, CSS, and JavaScript.
- Integrated the Spoonacular API to fetch and display a wide variety of recipes, including details such as ingredients and instructions.

Sudoku Solver
Technologies: C, GNU C Compiler
- Developed a program designed to assess the accuracy of completed sudoku puzzles and determine the solvability of incomplete ones, generating relevant output based on the program's analysis.

Skills, Activities, & Interests

Languages: English (Native), Gujarati (Listening Proficiency)