

Zen Thumparkkul

Assertive team player curious about smart solutions • Incoming Accenture Digital Summer Analyst

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Experience

DiversaTech Consulting

Project Manager | PayPal & Quokka Brew | May 2019 - Present

- Cold-emailed and called 60+ managers and VPs, acquiring PayPal, Tinder, Keysight Technologies, Plaid, and Quokka Brew as clients
- Facilitated outreach to 200+ industry professionals for research interviews
- Led teams of 6 in two semester-long projects, mentoring them in the research, ideation, design, programming, and monetization of:
 - (1) a Shopify-integrated mobile app for Quokka Brew, a Berkeley-based coffee start-up
 - (2) visualization, marketing, and shipping tools for PayPal's enterprise customers

Consultant | Airbnb & Gap | May 2018 - April 2019

- Prototyped a universal, frictionless ID verification experience for Airbnb's Trust & Identity Team
- Built and user-tested clickable web and mobile redesigns on Figma, integrating new pathways into present day sites

KaiwaLounge (Language Exchange Start-Up)

Website & Brand Designer | April 2020 - Present

- Drafted 60+ iterations of the company logo within a two-day turn-around
- Prototyped, built, and custom-created illustrations for KaiwaLounge's new website

UC Berkeley Data Science Department

DATA 8 Academic Intern | Jan 2019 - Present

- Taught statistical inference, computing, and manipulation of real data on Jupyter Notebook
- Encouraged independent learning with debugging and visual thinking methods

Berkeley Phi Beta Lambda (Business Organization)

Marketing Committee Chair | Sep 2018 – May 2019

- Nurtured business acumen of 6 members through self-created consulting cases and workshops
- Redesigned curriculum to include joint cases and intercommittee workshops for co-learning

Projects

foodSafe | Application for food insecure college students | Feb – May 2020

- Conducted user interviews and concept test surveys on food insecure students at Berkeley
- Crafted competitors-complementors map, value proposition canvas, and customer profiles
- Iteratively prototyped a mobile application with recipe-filtering features, anonymous discussion channels, and a resources map, taking into account feedback from users

Tablut | Strategy board game with AI players | Nov 2019

- Implemented game logic, 2D-array board, and piece movement with hashmap, arraylists, etc.
- Programmed an AI that finds wins in 4 turns using alpha-beta pruning and heuristic evaluation

UC Berkeley

Expected Graduation: 2022
B.A. Computer Science
Design Innovation Certificate
GPA: 3.68

Relevant Coursework

- Design Methodology
- Visual Communication & Sketching
- Designing Information Devices and Systems
- Principles and Techniques of Data Science
- Front-End Web Architecture
- Structure & Interpretation of Computer Programs

Skills

- Persona Building
- Storyboarding
- Competitor/Market Research
- User Interviews/Tests
- Low-High Fidelity Prototyping
- Project Management
- Data Visualization & Interpretation

Tools

Proficient

- Figma
- Adobe XD
- Adobe Illustrator

Intermediate

- Adobe InDesign
- Adobe Photoshop

Languages

Programming

- HTML/CSS/Javascript
- Java
- Python
- React Native

Human

- English
- Thai
- Chinese (Mandarin)