

ZACHARY RENTALA

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EDUCATION

University of Pennsylvania, College of Arts and Sciences, Philadelphia, PA May 2025
Candidate for Bachelor of Arts in Cognitive Science and Computer Science 3.91/4.00
Relevant Coursework: Big Data Analytics, Programming Languages and Techniques I & II, Mathematical Foundations of Computer Science, Introduction to Statistics, Memory, Language and Thought, Intensive Intermediate Chinese I & II

Huaxia 华夏 Chinese School of New York, Valhalla, NY September 2009 – June 2018

PROFESSIONAL EXPERIENCE

Platt Labs, Philadelphia, PA Jan 2022 – Present
Technical Research Assistant

- Adapted decision-making game from previous project for experiment's needs. This includes adding game mechanics and graphics as well as editing parameters, file structures, and data pipelines
Link: github.com/zrentala/PlattLab-Effort-Game
- Processed brain wave electroencephalogram (EEG) data from participants (soccer players and non-soccer players) playing soccer video game using MatLab pipeline scripts
- Created behavioral models in Python using XGBoost, a machine learning algorithm, to predict if soccer players and non-soccer players have concussions

Website Designer

- Designed and created a portfolio website exhibiting research publications, consulting projects, podcasts and videos, and company projects

Staples, Port Chester, NY June 2021 – August 2021
Tech Sales Associate

- Provided sales and technical support for technology products including computers, printers, and peripherals

Melli, Philadelphia, Pennsylvania May 2021 – June 2021
Graphic Design Intern

- Developed brand identity and social media presence for a tech startup by creating a new logo design, and numerous posters for social media promotion and icons for the company website

EXTRACURRICULAR ACTIVITIES

Music and Arts Portfolio: zrentala.wixsite.com/zrentala

Penn Glee Club September 2021 – Present
Publicity Manager for Band Section / Bass Guitarist

- Managed the band's social media by designing promotion graphics to advertise events and recruit new members
- Performed at Penn Glee Club and Penn Dance Fall Show, Penn Glee Club Spring Show, Penn Alumni Show at the Ritz Paris, Christmas Classic, and various paid performances

"Not Mister Purple" Band: <https://sites.google.com/view/notmisterpurple> August 2021 – Present
Co-founder / Bass Guitarist

- Composed original songs and arranged covers and assistant manager for rock band with five members
- Assisted in securing performances at school club events, Penn's *Spring Fling*, and paid gigs

Penn Healthcare Review September 2022 – Present
Designer

- Designed images and spreads to enhance articles in the Wharton Undergraduate Healthcare Club's semesterly magazine which details modern issues regarding health science, medical care, and the healthcare industry.

Wharton Neuroscience Initiative Student Society: September 2022 – Present
Marketing Committee Member

- Promoted events and opportunities related to neuroscience research and its application in business as a member of the marketing committee.

SKILLS AND INTERESTS

Skills: Adobe Suite, Microsoft Suite, Google Suite, Figma, Clip Studio Pro, Ableton

Programming Languages: Java, Python, MatLab, R, SQL

Interests: Artificial Intelligence, UX Design, Accessibility Design, Human Computer Interactions, Music, Visual Arts