Zachary Rentala

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EDUCATION

University of Pennsylvania, College of Arts and Science, Philadelphia, PA *May 2025*
Candidate for Bachelor of Arts in Cognitive Science and Computer Science *GPA*: 3.89/4.0
Relevant Coursework: Big Data Analytics, Programming Languages and Techniques I & II, Mathematical Foundations of Computer Science, Cognitive Neuroscience, Memory, Intensive Intermediate Chinese I & II
Honors & Awards: Dean's List – School Year 2022, 2023

RELEVANT EXPERIENCE

Kollectiff, Los Angeles, CA
UX/UI Design/Web3 Research Intern *July 2023 – August 2023*
- Researched cryptocurrency/NFT markets and apps to create a data analytics dashboard. Selected key performance indicators for cryptocurrency wallet users and designed a suitable UI to maximize information clarity and user experience

InstantShare Technology Ltd., Hong Kong
Software Engineering Intern *June 2023 – August 2023*
- Built an Ethereum Virtual Machine (EVM) compatible cryptocurrency wallet that implements cutting-edge decentralized blockchain P2P messaging capabilities. Designed and implemented UI for assets, messaging, and profile settings pages

Platt Labs, Philadelphia, PA
Technical Research Assistant *January 2022 – June 2023*
- Programmed a video game in MATLAB to measure how a participant's willingness to expend effort changes in cooperative versus competitive social contexts in order to build behavioral models
- Debugged and streamlined MATLAB pipeline scripts to process brain wave electroencephalogram (EEG) data from participants playing soccer video game experiment

Website Designer: https://www.drmichaelplatt.com/
- Developed a portfolio website in Squarespace exhibiting research publications, consulting projects, media appearances, board positions, and online courses for Dr. Michael Platt, principal investigator for Platt Labs

Melli, Philadelphia, PA
Graphic Design Intern *May 2021 – June 2021*
- Developed brand identity and social media presence for a tech startup by redesigning logo and creating promotional posters and icons

EXTRACURRICULARS

Penn Glee Club (Band Section), Philadelphia, PA
Band Manager | Bass Guitarist *September 2021 - Present*
- Increased revenue 50% by booking more gigs, negotiating for higher rates, and finding new gigs outside of the band's typical venues and audiences
- Managed a budget of $1k and an endowment of $8k for purchasing new equipment and recording an album
- Directed band of 10+ instrumentalists and singers for performances at the Penn Glee Club Fall and Spring Show, Penn Alumni Show at the Ritz Paris, and various paid gigs

Not Mister Purple, Philadelphia, PA: http://notmisterpurple.com/
Founder | Bass Guitarist *September 2021 - Present*
- Secured performances at Penn's Spring Fling, school club events, and various paid gigs as assistant manager for rock band with five members
- Programmed and designed band website in HTML, CSS, Javascript, Bootstrap, and Figma

Penn Healthcare Review, Philadelphia, PA
Designer *January 2022 - Present*
- 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

TECHNICAL SKILLS

Programming Languages/Frameworks: React, HTML, CSS, Javascript, Bootstrap, Flutter, Dart, Java, Python, MATLAB,
Tools: Figma, Scikit-Learn, PyTorch, Squarespace, Adobe Suite, EegLab, Ableton
Interests: Funk/Punk/Jazz Fusion, Digital arts, Assistive Technology, UX Design, Neurodiversity Research, Otters