

Anna Zhang

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<https://azj00.github.io> | [Github](#) | [LinkedIn](#)

OBJECTIVE

Motivated and versatile Computer Science master student at Brown University. Experienced in bridging cross-functional gaps and championing user-centered design principles, I am eager to contribute my technical and design expertise to a product management role.

EDUCATION

Brown University | Master of Science in Computer Science Expected May 2024

- GPA: 4.00/4.00

Boston University | Bachelor of Arts in Computer Science, Minor in Visual Arts, Cum Laude Sep 2018 - May 2022

- GPA: 3.80/4.00
- Kilachand Honors College

SKILLS

Product Design: User Research, Wireframes, Prototyping, User flows, A/B Testing, Style guides & Component library

Programming: SQL (BigQuery, PostgreSQL), Python (Pandas, Numpy, Scipy, Scikit-learn), Javascript, HTML, CSS

Tools: Figma, InDesign, Tableau, LaTeX, Github, Excel, Google Analytics

Languages: Mandarin, English, Korean

WORK EXPERIENCE

Earthly | England and Wales, Remote

Martech Project Manager Intern - Global Marketing Team May 2023 – Present

- Strategically devised and executed Marketplace redesign plans in **Jira**, mediating between cross-functional marketing and engineering teams to swiftly align goals
- Pioneered and maintain a outcome roadmap and spring board in **Notion**, fostering seamless collaboration and goal attainment between engineering and marketing teams
- Conduct end-user interviews, identify gaps in the customer experience and propose design solution
- Created user pain points, user persona, user journey map, and prototype for the new marketplace website
- Redesigned and developed marketplace website with **Figma** and **HTML/CSS**, achieving 42% boost in conversion rates

Brown University Sheridan Digital Teaching and Learning Center | Providence, RI

UI / UX Assistant Sep 2022 – Present

- Design user interactions and robust design system for courses web page with Brown's Digital Learning & Design team
- Perform user research to identify and proactively address usability issues, delivering user-centric design solutions
- Developed python script for course evaluation data extractions and analysis, producing actionable insights visualization in **Jupyter Notebook** and **Tableau**
- Collaborate with instructors to create engaging learning experience with Canvas, Gradescope, and Ed

Brown University Computer Science Department | Providence, RI

Head Teaching Assistant Feb 2023 – Present

- Designed and developed course website with **Figma** and **Javascript** where students can download homework and lab assignments, view course calendar, access syllabus, and receive weekly updates from course instructors
- Managed 200 weekly student assignments by delegating grading to course assistants, evaluating submissions and providing feedback, and assuming accountability for the timely release of results

Student Web Designer & Developer

Nov 2022 – May 2023

- Led weekly check-in meetings with back-end engineers, researchers, and professors to engage all stakeholders
- Created milestones and implemented project roadmaps for team of 10
- Designed and developed a web application to visualize lobbying data in the U.S for Climate and Development lab with **Figma** and **Typescript**

PROJECTS

Took App | UIUX Designer

Fall 2022

- Collaborated with a cross-functional team to redesigned an English learning app for a startup to boost app popularity
- Conducted user research and constructed a user journey map to identify pain points and potential optimization points
- Refined the signup experience and recommendation algorithm of the app via multiple iterations based on user feedback