

# Melanie Zeng

Business | Design | Technology | Innovation

melanietsang.com

medium.com/@melanietsang

(412)-618-8896

melanie128@cmu.edu

## WORK EXPERIENCE

### Accolade — *Product & Technology Intern*

May - August 2019, Philadelphia, PA

- Collaborated with product managers, designers, operations, developers and clinical experts, ensuring the retirement of the old CRM system and the launch of the new internal CRM system and the Amazon Connect telephony system.
- Conducted ethnography research and heuristic evaluation on the internal CRM software used for 250,000+ customers and led weekly focus group with 15 clinical experts.
- Synthesized research findings for 10+ features to drive roadmap prioritization decisions, resulting in 100+ issues categorized and ranked for sprint planning.
- Built a web analytics framework and initiated the data tracking workflow, filling the gaps in post-launch evaluation and the value proven urged cross-functional team collaboration.
- Pitched a provider service in an intern capstone project and won out of five teams, which inspired the executives to envision the provider strategy of a newly acquired startup.

### Friendemic — *Ads Specialist*

May 2017 - April 2018, Salt Lake City, UT

- Managed 30+ clients' accounts with budgets up to \$35,000, including ad strategizing, audience targeting, budget planning, copywriting, A/B testing, KPI tracking and reporting.
- Trained the sales team on advertising strategy which facilitated acquiring new customers.

## CMU ACADEMIC PROJECTS

### Mukbang (Eating Livestream) Design Project

1 Month, Individual Project

- Performed domain research, interview, contextual inquiry and interview to understand the motivation of Mukbang audience, leading to new product positioning and requirements.
- Designed a virtual companion chat app where Mukbang host can share videos through one-on-one chats with the audience, which satisfied untapped market needs of 100k audience.

### Machine Learning Projects

2 Weeks & 1 Month, Individual Project

- Published two articles on *Towards Data Science* which were featured on Editors' Picks.
- Article I: performed logistic regression analysis on people's perception in a speed dating experiment and calculated an equation of dating likelihood.
- Article II: analyzed video game player behaviors, improved the classification accuracy by 2.74% through error analyses, feature extraction and feature tuning, and predicted winners.

### Chatbot Development Project

2 Months, Individual Project

- Built a chatbot powered by Microsoft Azure API which can chat with users, make drink recommendations based on their selfies and play games through text message.

### Emirates Sponsored Innovation Project — *Team Lead*

4 Months, Group Project

- Led 7 students across design, engineering, and business, and managed client relations.
- Directed project progress through research, design and iteration to ensure timely deliverables.
- Presented a final solution which reduced boarding time of 3-5 minutes and estimate cost of \$73/minute for an airport service company.

## EDUCATION

### Carnegie Mellon University

Master of Integrated Innovation  
for Products & Services

December 2019

GPA: 3.87/4.0

TA For *Intro to Data Science*

### University of Utah

Bachelor of Science, Marketing

May 2017

GPA: 3.60/4.0

## AWARD

### Bose AR Glasses Design Challenge

Finalist

Fall 2018

## SKILLS

### Software

Sketch, Axure, Adobe XD,  
Qualtrics, Weka, Google Analytics,  
Google AdWords, WordPress

### Programming Language

Basic - Python (NumPy, Pandas,  
NLTK, BeautifulSoup), Ruby, SQL

### Quantitative Research

Web Analytics, A/B Test, Survey,  
Hypothesis Test, Conjoint  
Analysis, Cluster Analysis,  
Regression Analysis

### Qualitative Research

Interview, Focus Group,  
Ethnography, Co-Design, Usability  
Test, Card Sorting, Heuristic  
Evaluation