

Melanie Zeng

Business | Design | Technology | Innovation

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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 AWS 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 data tracking workflow with Kibana, 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 first 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.

ACADEMIC PROJECTS, CMU, 2018 – 2019

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.

Mukbang (Eating Livestream) Design Project

1 Month, Individual Project

- Performed domain research, interview, contextual inquiry and co-design 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, Individual Project & 1 Month, Individual Project

Published two articles below on *Towards Data Science* which were featured on Editors' Picks.

- Performed logistic regression analysis on people's perception in a speed dating experiment and calculated an equation of dating likelihood. [Article Link](#)
- Analyzed video game player behaviors, improved the classification accuracy by 2.74% through error analyses, feature extraction and feature tuning, and predicted winners. [Article Link](#)

Chatbot Development Project

2 Months, Individual Project

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

EDUCATION

Carnegie Mellon University

Master of Integrated Innovation
for Products & Services

December 2019

GPA: 3.85/4.0

TA For *Intro to Machine Learning*

- Gave a lecture in Natural
Language Processing

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

Confluence, JIRA, Kibana, Sketch,
Adobe XD, Qualtrics, Weka,
Google Analytics, Google
AdWords

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