

# CHEN ZOU

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## EDUCATION

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- University of Waterloo** Jan 2019 (expected)  
*Honors Bachelor of Computer Science/Business Option* Waterloo, ON
- CS Research Assistantship (Spring 2016 & Winter 2017), International Student Entrance Scholarship, Dean's Honor List.

## EXPERIENCE

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- Roblox** May 2017 - Aug 2017  
*Product Manager Intern* San Mateo, CA
- Redesigned and presented the Trading System (now in implementation) to simplify and improve users' trading experience.
  - Collaborated with 6 Product interns to conduct developer interviews & competitor analysis and redesign the Develop page; presented the high-level design & MVP to the directors.
  - Wrote product specs to define new Avatar features (Catalog integration in Avatar Editor, costumes & bundles, trail effects, pose creator, animation preview, etc.) to enhance the player experience on mobile, web and Xbox.
  - Wrote specs for search query auto-correction & recommendation system to optimize game search results.

- BlackBerry** Sept 2016 - Dec 2016  
*Product Manager Intern* Mississauga, ON
- Conducted competitive analysis of the incoming call feature and presented feasible improvements to the team.
  - Proposed mobile user acquisition strategy for Hub+ Suite of apps; initiated a user research to understand retained users behaviors, needs and motivation, and retarget potential users.
  - Wrote Python scripts & HQL queries to perform data analysis on Hub+ Suite, and evaluated growth strategy in ongoing reports to the stakeholders.

- Freelancer** Mar 2016 - Apr 2017  
*UX/UI Designer and Web Developer* Boston, MA
- Worked closely with clients acquired through referrals & social media ([chenczou.com](http://chenczou.com)) to identify stakeholders, understand features & functional requirements, and produce comprehensive documentations.
  - Developed sketches, high fidelity annotated wireframes and site maps for information architecture.
  - Provided implementable UI design and prototype using Sketch & InVision, and evaluated usability testing.

- Lovever** Sept 2015 - Aug 2016  
*Founder* Toronto, ON
- Developed the shared vision of Lovever, a startup aiming to help couples in long-distance relationships maintain and keep developing their relationships remotely.
  - Built a website ([lovever.me](http://lovever.me)) and conducted user research online & in person to test the idea and identify the target users.
  - Recruited and led a team of 5 iOS engineers and designers to build Lovever from concept to private beta.
  - Established and executed the roadmaps for 2 app versions; identified and analyzed key metrics for continuous improvement.
  - Formulated pre-launch marketing strategy and led marketing to test and prioritize online, offline and partnership channels.

## PROJECTS & HONORS

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- Best On-Demand Hack, HackMIT** Sept 2016
- Designed an iOS app to help students post and browse items for sale on campus in a fun/easy way through short videos.
- Finalist, Waterloo Hacks** Jan 2016
- Designed an iOS multi-destination route planner with intelligent route optimization.
- Top 10 of 18,161 participants (93/100), Euclid Mathematics Contest** May 2014
- Solved challenging mathematical problems in advanced algebra & calculus by proofs.

## SKILLS

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- Software Development** Python, C/C++, JavaScript, SQL, Hadoop, Hive, MongoDB, Git
- Product Design** Mobile & Web UX/UI design, Rapid Prototyping, Ideation, Balsamiq, Sketch, InVision
- Product Management** Agile, Metrics Analysis, Advanced Organization/Prioritization/Communication Skills