

Ansel Zeng

ansel.zeng.yp@gmail.com | linkedin.com/in/anselzeng | github.com/AnselZeng | anselzeng.me

EDUCATION

Western University

Sept 2020 – June 2025

BSc, Computer Science + HBA, Business Administration

- Pursuing a dual degree between the CS Faculty and Ivey Business School; exchange semester at Tsinghua University
- Dean's Honour List, Deloitte Innovation Forum Case Competition (2nd Place), Western Scholarship of Distinction

EXPERIENCE

Ivey Centre for Building Sustainable Value, Research Assistant

May 2024 – Aug 2024

- Engineered a mobile application to promote sustainable agricultural practices, delivering 30+ iterations of wireframes and Swift-based prototypes; enhanced engagement metrics by 40% through usability testing and user flow analysis
- Implemented a Firebase backend for real-time data synchronization and authentication, incorporating user research insights to ensure scalability and security, supporting a projected user base of 3,000 farmers and agricultural experts

TELUS, Software Engineer Intern

May 2023 – Aug 2023

- Owned the development of an internal ticket management system for the DevOps team, optimizing ticket creation and tracking for vendor assignments, streamlining collaboration with expansive teams of up to 700 engineers
- Assisted the orchestration and automation team in Open RAN integration with technology leaders like Rakuten and Samsung, while also contributing to the enhancement of 5G connectivity through Zero-Touch Provisioning

Royal Bank of Canada, Software Engineer Intern

May 2022 – Aug 2022

- Improved auto-adjudication logic with decision trees and ranking criteria to flag low-quality mortgage applications, reducing manual workload; led the integration of a low-latency GraphQL solution handling 100+ requests per second
- Accelerated agile development by implementing 50+ comprehensive unit tests using Mockito, increasing coverage by 75% across three repositories and ensuring a seamless API transition during the migration of legacy code

Tweebaa (Startup), UX/UI Designer Intern

May 2021 – Aug 2021

- Translated user insights into refined design prototypes, streamlining information flow and resulting in a 30% increase in positive client feedback; collaborated with a global team to define app architecture for a successful startup launch
- Created a comprehensive portfolio of 500+ user-centric Figma designs, user flow diagrams, sitemaps, and mock-ups

LEADERSHIP & PROJECTS

Hack Western, Web Team Lead

March 2021 – Feb 2024

- Led a team of eight developers in the end-to-end development of Hack Western's dynamic landing page, live site, and robust application portal for over 1,000 applicants, collaborating effectively with design and cross-functional teams
- Expertly managed issue assignments, orchestrated regular meetings, and facilitated productive stand-ups

SpotGPT, Creator

July 2023 – Aug 2023

- Utilized Spotify API and OpenAI's GPT-3.5 to develop an advanced playlist generator that delivers personalized music curation through integrating AI-driven recommendations, tailored to user preferences and specific context

Ivey Product Society, Product Management Fellow

Jan 2023 – April 2023

- Selected as one of 25 for a 4-month product bootcamp, receiving foundational mentorship from industry leaders
- Employed the lean product development process, conducted 20+ user interviews and crafted a Product Requirements Document to pitch a homepage customization feature aimed at enhancing Spotify's social experience

SKILLS & INTERESTS

Technical: Java, JavaScript, React, HTML/CSS, Gatsby, Python, SQL, C++, Node.js, MongoDB, Docker, Ubuntu, Camunda

Product: User Interviews, Road Mapping, Issue Prioritization, Technical Systems Design, Market Research

Tools: Figma, Jira, Confluence, GitHub Project Management, Final Cut Pro X, Adobe Creative Cloud, Unity

Interests: Videography, Hockey, Hackathons, Aerospace, Cooking, Karaoke, Studio Ghibli, Making Spotify Playlists