

# ZIHAO HUANG

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## SKILLS PROFILE

- **Researcher & Storyteller** with interests in Consumer Behavior, User Experience (UX), and Market Research
- **Skills:** Research & Experimental Design, Qualitative & Quantitative Methods (Ethnography, Interviews, Surveys), Data Collection & Analysis, Project Management, Strategy & Operations, Client Relations, Social Media, Data Analytics
- **Technical:** Python, R, SPSS, Microsoft Office 365 (Word, Excel, PowerPoint); Data Management & Visualizations
- **Languages:** English (proficient); Mandarin (native); Korean, Cantonese, Spanish (elementary)

## EDUCATION

### University of Chicago | Chicago, Illinois USA

*M.A. in Social Sciences – Psychology, June 2026*

Select Coursework: Data Analytics & Statistics, Python, Marketing Strategy, Digital Marketing, Social Science Analysis

### University of Wisconsin-Madison

*B.A. Double Major in Communication Science & Rhetorical Studies & Psychology, December 2024*

Select Coursework: Survey of Contemporary Media, Theory & Practice of Persuasion, Intersectionalities, Abnormal Psychology, Cognitive Psychology, Applied Statistics-Life Science, Communication & Human Behavior, Psychology of Communication

## PROJECT EXPERIENCE

### Tinder User Experience & Subscription Strategy Research | *UX Researcher, September 2025 – December 2025*

- Conducted surveys and in-depth interviews to identify user behavior patterns and psychological barriers that prevent users from converting from “active swiping” to meaningful conversations
- Synthesized quantitative and qualitative insights to develop 7 strategic product and monetization recommendations across feature design, engagement incentives, and premium value positioning to improve conversation conversion rates and long-term retention

### DoorDash “DoorDash Home” Strategic Marketing Plan | *Project Lead, March 2026*

- Developed a market expansion strategy for DoorDash to enter the U.S. on-demand home services market, addressing fragmentation and high search costs in the current service ecosystem.
- Conducted market sizing, competitive analysis, and consumer segmentation to position DoorDash Home around three core values: speed, transparency, and trust, aligning the service offering with urban consumers’ demand for convenient home services
- Designed a comprehensive 4P marketing strategy covering service offering design, value-based pricing, in-app distribution channels, and promotional strategy, while evaluating brand extensions risks and operational/legal liability.

## INTERNSHIP

### Le Coq Sportif (sports brand) | Shanghai, China

*Digital Marketing Intern, June 2024 – September 2024*

- Composed the “2024 Tour of Shanghai New Cities Cycling Race” promotion campaign, created proposals for five publicity stages, and was awarded “2024 Annual Sport Integrated Marketing Communication Campaign Case.”
- Conducted social media analytics for the fall collections, generated in-depth analysis of the most popular posts to study consumer preference and platform characteristics, and provided references and suggestions for future content production
- Administered public relations, especially product seeding for 50+ RED KOLs, KOCs, celebrities, and agents to increase brand awareness, maintain relationships, and strengthen RED partnerships
- Selected, identified, and invited 17 KOCs and media partners for content production; managed collaboration, script creation, and video filming, and provided constructive feedback

### DeWu (e-commerce) | Shanghai, China

*Operations Intern, Footwear and New Category Brand, June 2023 – September 2023*

- Monitored the docked footwear brands’ gross merchandise volume (GMV) on daily and weekly basis; closely tracked indicators such as exposure rate, conversion rate, and unique visitor (UV); conducted data analysis for the top 50 brands
- Advocated and participated in national marketing campaigns during multiple festivals; provided brands with feedback on issues such as exorbitant prices and out-of-stock goods; offered data support and traffic delivery recommendations, which achieved a 130% monthly growth in GMV for top brands
- Created comprehensive standard operating procedure for new merchants, provided training and one-on-one support, and managed the merchant’s community to ensure smooth settling in and making progress

### Bride Elysee (bridal industry) | Shanghai, China

*Branding Intern, July 2022 – September 2022*

- Performed in-depth wedding industry research, conducted competitors’ research, assisted with securing target clients and expanding customer base, and raised order conversion rates by 60%
- Examined upscale competitors’ most viral social media posts to optimize strategies; published three RED posts with 10K+likes
- Managed multiple social media platforms, and the number of all-media followers increased by over 80%

## COLLEGE & LEADERSHIP EXPERIENCE

### University of Chicago | Chicago, Illinois USA | *Grad Researcher, Comparative Human Development, September 2025 – Present*

- Managing an independent M.A. research project examining how engaging differently in dating apps affects mental health wellbeing
- Handling research design, literature review, data collection, and analysis; Supporting projects in the Raikhel Lab

### Revival Band | Madison, WI | *Vocalist/Guitarist/Bassist/Programmer/Marketing Coordinator, January 2022 – November 2024*

- Negotiated sponsorship and contracts with local businesses through competitor analysis and market research.
- Planned integrative marketing strategy via multi-channels. Managed overall branding and quality of output.