

Ruiqi Zhu (Rich)

Information Technology Management

Scheller College of Business
800 West Peachtree NW
Atlanta, GA, 30308
+1(650)660-9827
richzhu1997@gmail.com
ruiqizhu.github.io

Research interests: Social Computing, Offline Customer Behavior, Business Analytics, Human-Computer Interaction, Machine Learning

Education

PhD **Georgia Institute of Technology (GT)**, Atlanta, GA, USA
2019-Present
Major: Management Science, Information Technology
Minor: Economics
Awarded with President's Fellowship
Advisor: Jeffrey Hu

BS **Carnegie Mellon University (CMU)**, Pittsburgh, PA, USA
2015-2019
Major: Information Systems, Human-Computer Interaction
Minor: Computer Science
GPA: 3.6/4.0
Graduated with University Honors

Experience

Aibee **Research Intern**
June 2019 - Aug 2019

- Worked on several research projects including harnessing customer trajectory and behavioral info for predicting customer intentions and using computer algorithms to model offline behaviors.
- Explored the concept of long tail in an offline setting and how it differentiates from the online version. Harnessing offline info to develop new pricing strategy for store rent in malls.

LinkedIn **Data Science Intern**
May 2018 - Aug 2018

- Analyzed results on the search behaviors of job seekers and recruiters; defined a new dimension called "Power Searcher" in LinkedIn, a standard used by LinkedIn Analytics and Product Team which offered them another dimension for evaluating impact of new features.
- Provided support for various A/B testing based on the new "Power Searcher" dimension.
- Applied "Power Searcher" analysis to multiple production features such as "Presence Indicator" and "Autocomplete."

Stanford CV Lab **Research Assistant**
Sep 2018 - Dec 2018

- Assisted the development of gestures and intentions for the social navigation robot Jackrabbot.
- Conducted field studies and surveys to test effectiveness of various gestures and modes of interaction.
- Performed prototyping on robot gestures and literature review on robot action legibility, which laid the groundwork for more direct interaction and intervention for robot navigation.

GT ITM Group **Researcher**
June 2019 - Present

- Partnered up with a Chinese company to study how customers choose between financial products like funds online and how behaviors shift after a stock market crash.
- Utilized discrete choice models and time series methods for the research.

CMU HCII **Research Assistant**
Feb 2017 - May 2018

- Performed data mining and studied relationships between online game survival rate and hate speech.
- Wrote the proposal and go-to-market strategy for a tab-less mobile browser called Bento.
- Developed web pages using Ruby on Rails for a crowd-sourcing platform using peer assessment so that users can view results and candidate rankings based on the assessment.

Microsoft **User Experience Intern**
May 2017 - Aug 2017

- Designed the traffic engineering strategy for HDInsight tools and improved developer experience and localization test for Visual Studio tools on Azure Data Lake.
- Performed competitor analysis on AWS big data products to provide insights for the product team.

CMU Summit **Director**
Aug 2017 - May 2018

- Invited 10+ keynote speakers and panel guests for tech conferences. Sourced 50+ startups and invited judges for New Venture Competition. Organized 4 online talks, 3 recruiting events, and multiple online promotion campaigns.

Skills

- Good knowledge of Python and Matlab for data analysis.
- Experience in various database query languages and knowledge in statistics and econometrics.
- Well versed in a variety of tools, languages, and frameworks including: HTML, Linux, Ruby, JavaScript, SML, Git, Jupyter, Adobe Illustrator, Sketch, and Latex.
- Great communication, event organization, team coordination, and project management skills.