Zhejing (Lorena) Huang

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Profile

Curious problem solver who turns unclear business questions into answers a team can act on: I start with customers and market data, use AI-agent workflows to speed up research and analysis, and test ideas in interviews before building. Comfortable with ambiguity and quick to adapt across business, synthetic biology, and AI products.

Education

University of Southern California — Los Angeles, CA
M.S. in Analytics, Viterbi School of Engineering — Aug 2026 – May 2028, expected

University of California, Berkeley — Berkeley, CA
Haas Global Access Program — Jan 2025 – May 2025

ShanghaiTech University — Shanghai, China
B.S. in Management Science, Outstanding Student & Graduate(Top 10%), GPA: 3.52 — Sep 2022 – Jul 2026

Experience

Lead Digital Intelligence Technology | **Brand Marketing Intern** — Shanghai *Mar 2026–Jun 2026*

- Built AI-agent research workflows to profile 132 GenAI products in a 22-field database; spot-checked AI output against original sources and briefed leadership on key competitors.
- Led the regulatory filing for the company's multimodal large model across Tech, Product, and Legal, setting milestones and owners; submitted on schedule.
- Supported government visits up to the mayoral level and meetings with China Telecom, Schneider Electric, and ABB; helped revise 5+ client pitch decks.

Edge Enterprise Management Consulting | **Primary Market Analyst Intern** — Shanghai *Sep 2025–Nov 2025*

- To help Huawei assess entry into European government ICT markets, cleaned 1,800+ tender records from six countries into one dataset in Python and Excel, then sized procurement spend and mapped buyer profiles and competitor share.
- Combined the data with research on end users, public funding, and ICT policy; wrote the report's data-analysis sections and built the dashboards behind its market-entry recommendations.

DEEMOS | **Medical Aesthetics Project Intern, AI-3D Modeling** — Shanghai *Sep 2023–Oct 2023*

- To find an entry point for the company's AI-3D product in medical aesthetics, ran mystery shopping and practitioner interviews, sized willingness-to-pay, and recommended the entry use case and a hospital-first launch.

Projects & Leadership

iGEM ShanghaiTech, LAMPS & PACIFY | **Human Practices & Entrepreneurship Lead** — *Feb 2023–Nov 2024*
Awards: 2023: Top 10 of 278 teams · Gold Medal · Best Wiki, 1 of 278 · 2024: Gold Medal · Wikis: LAMPS, PACIFY

- For two projects, led 40+ interviews with professors, officials, physicians, companies, and investors and analyzed a 455-response survey; used the findings to set target segments and applications.
- Built the LAMPS business case: sized the market, benchmarked competitors, tested assumptions with experts and investors, and wrote a 35-page business plan with revenue forecasts.
- Presented at the 2023 iGEM Grand Jamboree in Paris; delivered the pitch and judges' Q&A that won 2nd place and RMB 30,000 at the 6th Innovation & Entrepreneurship Summit.

STEM & Mental-Health Field Study, Rural Yunnan | **Team Leader** — *Jun 2023–Nov 2023*

- Led a 32-member team through a 5-month rural teaching and mental-health research program; analyzed 500+ survey responses with regression into a 59-page report for the county education bureau, which won University First Prize.

HardPro – AI Order Assistant for Hardware Dealers | **Team Leader** — Berkeley *Jan 2025–May 2025*

- To test demand for an AI tool that turns dealers' WeChat messages into orders, interviewed dealers, wrote the PRD and pricing model, and built an MVP; follow-up interviews exposed a mismatch: low-digital dealers prefer a clerk, digital-savvy ones already use SaaS.

Activities

ShanghaiTech Technology Innovation & Entrepreneurship Club, T.I.E. Club | **President** — *Mar 2024–Oct 2025*
Led the executive team hosting founder and investor talks, building a community of 500+ student members.

USC Organizations | **SESE, Sponsorship Committee · IASA, Programming Committee** — *2026–Present*

Rowing | **USC Men's Rowing Team; ShanghaiTech Rowing Team** — *2023–Present*

Teaching Assistant | **Intro to Economics: Information Technology; Intro to Social Psychology** — *2023–2025*

Skills

Analytics: Python · SQL · Tableau · Power BI · Excel · regression & classification · EDA · hypothesis testing
AI & Research: AI-agent research workflows, user & market research, stakeholder interviews, survey design,competitive analysis
Languages: Chinese, native · English, professional