

YUJING ZHANG

Mobile: (510) 944-6644

Email: yujingzh@unc.com

EDUCATION

- University of North Carolina at Chapel Hill** 2023.8-Present
M.A. Educational Innovation, Technology, and Entrepreneurship
- University of California, Berkeley** 2023.6-2023.8
Summer Session Cultural Psychology, The Art of Making Meaning
- Beijing Normal University** 2020.9-2024.6
B.A. Chinese Language and Literature

ACADEMIC EXPERIENCE

- Graduate Research Assistant (GenAI In Collaborative Learning)**
School of Education, UNC-Chapel Hill 2024.8-2025.11
- Co-authored the academic study “Contextualizing Trust,” investigating human-LLM interactions within collaborative learning environments.
 - Prototyped transparency features like “Model Cards” to foster critical evaluation of AI outputs and reduce student over-reliance.
 - Facilitated focus groups with 22 graduate students across Pharmacy and Design to validate design prototypes through qualitative feedback.
 - Executed thematic analysis on user transcripts, identifying “social transparency” as a key driver for AI adoption in classrooms
- “Interpreting Subjects and Text Boundaries - Exploring Reading Comprehension in Chinese Classes”**
School of Chinese Language and Literature, Beijing Normal University 2021.12-2022.12
- Combined theories related to Western literary criticism and philosophical hermeneutics to explore the relationship between subjects and interpretive boundaries in reading teaching in secondary school language.
 - Studied the model of secondary school literature education and its problems from three perspectives: policy-based educational indicators, teachers’ teaching methods, and students’ reception patterns.

TUTORING EXPERIENCE

- English Tutor, Online** 2023.11-2024.10
- Prepared 9 students for the TOEFL exam, helping increase their scores by 10+ points on average per month through targeted training.
 - Customized tutoring approach based on analysis of each student’s learning style, weaknesses, and goals to improve English proficiency.
- Teaching Assistant, St. Anthony School, Oakland, CA** 2023.6-2023.8
- Tutored children from diverse cultural backgrounds in group lessons and activities.
 - Facilitated interactive games and lessons on art, culture, and team building.
 - Built strong rapport with students and motivated each based on their individual strengths and areas for growth.

PROFESSIONAL EXPERIENCE

People Powered

2025.8-Present

Instructional Design&EdTech Intern

- Spearheaded the administration of the TalentLMS environment for the “Climate Democracy Accelerator,” orchestrating seamless course delivery for high-impact international cohorts across Uganda and the Philippines.
- Engineered a sophisticated, scalable “Guide to Learning Portal” onboarding asset using Canva and ElevenLabs AI. Pioneered technical solutions for mobile-desktop synchronization that significantly reduced user friction.
- Optimized the offboarding workflow for the “Inclusive Democracy Accelerator” by leveraging data analytics to automate certificate issuance, achieving 100% tracking accuracy.
- Revitalized curriculum content for nine core sessions by synthesizing post-program survey data, directly enhancing instructional relevance and accessibility for global learners.

Tomorrow Advancing Life (Online Education Platform)

2023.2-2023.6

Product Intern

- Collaborated with cross-functional teams to launch premium K-12 digital and physical language products, ensuring strict alignment with pedagogical standards.
- Developed high-fidelity interactive teaching assets, including dynamic slide decks and handouts, which measurably improved student engagement in live classrooms.

Xuetang Online Technology (MOOC)

2022.6-2022.8

New Media Operation Intern

- Scrutinized platform metrics and user feedback to rectify content inaccuracies, directly elevating the learning experience for thousands of active users.
- Drove record-breaking social media engagement through data-driven campaigns, resulting in weekly top-ranked promotional content.

Student Union of College of Chinese Language and Literature, Beijing Normal University

2021.9-2022.9

Director of Publicity Department

- Directed the end-to-end execution of the “Master of Literature” cultural program, managing complex concept generation and visual design.
- Managed a high-performing design team to produce 10+ promotional assets, yielding a 2x year-over-year increase in student participation and product sales.

SCHOLARSHIPS AND AWARDS

Scholarship of Academic Excellence, Beijing Normal University of China

2023.11

The First Prize

Beijing Normal University Social Work Award

2022.12

For the 2021-2022 Academic Year

Scholarship of Academic Excellence, Beijing Normal University of China

2022.9

The Second Prize

Beijing University Student Innovation Program Funding

2022.5

Municipal Level Project, Host

Scholarship of Academic Excellence, Beijing Normal University of China

2021.9

The Second Prize

RELAVANT SKILLS

• AI & Emerging Tech :

ChatGPT, Claude, Gemini, ElevenLabs, PlayHT, AI-Assisted Content Creation

• User Research & UX Design:

Qualitative Research, Focus Groups, UX Research, Figma, Adobe Photoshop

• EdTech & Learning Ops:

TalentLMS, Canvas, MOOC Platform Operations, Blended Learning, Curriculum Development

• Multimedia Production:

Final Cut Pro, Canva, Interactive Slide Deck Development