

# Matthew Cheng

+1 (xxx) xxx-xxxx | xxxxxx@nyu.edu | linkedin.com/in/matthew-cheng4/ | github.com/mattchng

## EDUCATION

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### New York University

New York City, NY

*Bachelor of Arts in Computer Science & Data Science, Minor in Business Studies*

*Expected May 2026*

- Relevant Coursework: Operating Systems, Computer Systems Organization, Data Structures, Discrete Mathematics, Linear Algebra, Basic Algorithms, Web Design, Causal Inference, Probability & Statistics, Regression, Software Engineering

## PROFESSIONAL EXPERIENCE

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### Johnson & Johnson

New Jersey

*Data Science Intern*

*May 2025 – Aug 2025*

- Identified over 100 promising startups for acquisition using data analysis tools, accelerating workflows for business teams
- Improved startup profiling speed by consolidating investor and team data, enabling automatic updates of startup database
- Enabled reusability and scalability of tools by writing 300+ lines of well-documented code for use by other team members
- Organized 3 networking and career development events for other interns/co-ops as part of the Tech Intern Co-op Council

### NYU Tisch

New York City, NY

*IT Technician*

*July 2024 – Dec 2024*

- Delivered technical support to a diverse user base, resolving hardware and software issues for over 200 faculty and students
- Managed 15+ daily service requests, prioritizing and resolving issues to ensure stability of key technology infrastructure

### MLVentures

Remote

*Marketing Intern*

*Jun 2023 – Aug 2023*

- Developed 2 specific digital marketing strategies that leveraged analytics leading to a 32% increase in user engagement
- Delegated 11 projects to social media team based on Gen-Z consumer trends, adding over 5,000 new Instagram followers
- Analyzed performance and marketing data, producing actionable insights to refine marketing campaign strategies

## SELECTED PROJECTS

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### GES UCLA Hackathon – Marketing GenAI

*Hacker, 3<sup>rd</sup> Place Winner – Python, Pandas, Numpys*

- Created VAE ML model to predict ad click-through rates from 30,000+ data points, placing 3<sup>rd</sup> of 20+ skilled teams
- Used Python to scrape CSV files and utilized pandas to inspect data, then analyzed results using Sklearn and PyTorch

### Orbit – AI-powered Interview Preparation Assistant

*Next.js, Python, DynamoDB, Typescript, Tailwind, Livekit, GCP*

- Developed an intelligent, personalized interview prep system utilizing Next.js to simulate technical coding interviews
- Fine-tuned a custom Gemini model and implemented a Retrieval-Augmented Generation (RAG) system for questioning
- Architected a real-time voice and interactive coding workspace using LiveKit and Google Cloud STT and TTS

## LEADERSHIP AND EXTRACURRICULARS

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### NYU Asian Cultural Union

New York City, NY

*Vice President of Events, Marketing Committee member*

*Sep 2023 – Present*

- Directed 6+ school-wide events and 4 semiannual club retreats for NYU students, with over 300 participants per event
- Arranged 12 promotional videos and informational graphics, improving social media engagement by 100+ impressions
- Supported email and social media marketing campaigns to promote club events, enhancing event turnout by up to 50%
- Cultivated 3 partnerships with local NYC vendors, securing consistent access to supplies and catering for events

### Tech@NYU – TechTreks

New York City, NY

*Product Manager – Spocial Cooking App*

*Oct 2024 – Dec 2024*

- Spearheaded the prototyping of a collaborative cooking app, utilizing Next, Typescript, and Tailwind for interface design
- Defined feature requirements and created a sprint-based project roadmap for efficient role establishment in a team of 4
- Designed frontend UI elements with Figma and developed MVP; then led a live demo showcase to over 40 other students

## SKILLS

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**Languages & Frameworks:** Java, Python, C/C++, Javascript, Typescript, Swift/SwiftUI, HTML/CSS, Next/React, Tailwind

**Data Technologies:** SciKitLearn, NumPy, Pandas, Matplotlib, Tensorflow

**Tools:** Git, LaTeX, Microsoft Office Suite, MongoDB, Docker, AWS, GCP, Figma, Canva, Docker, Jupyter

**Concepts:** Software engineering, Frontend, Backend, Data science, Design, Product Management, Marketing