

# Yiheng (Uka) Zhu

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## EDUCATION

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### New York University (NYU)

M.A. in Economics — GPA: 3.8 | F-1 STEM OPT Eligible (3 Years Work Authorization)

New York City, NY

May 2026 (Expected)

### University of California, Los Angeles (UCLA)

B.A. in Economics, Minor in Mathematics — GPA: 3.6

Los Angeles, CA

December 2023

**Coursework:** Digital Currency & Blockchain, Decentralized Finance, Financial Econometrics, Macroeconomics

## EXPERIENCE

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### NYU Blockchain Lab

Co-President

New York City, NY

11/2025 - Present

- Led a 10+ member cross-functional team and built a standardized operating system for weekly Blockchain Monday Talks, covering speaker sourcing, outreach, event execution, and multichannel promotion.
- Secured partnerships with BNB Chain, OKX, and Solana; led execution of 20+ events, including panels, workshops, office visits, and hackathons, and moderated 5+ industry panels across the digital assets ecosystem.
- Managed a 250+ member Telegram community and maintained an active presence across X, LinkedIn, and Instagram, positioning the lab as a recognized student voice in NYC's digital assets ecosystem.

### SproutFi - DeFi Protocol

Chief of Staff - Product Marketing & Operations

New York City, NY

11/2025 - Present

- Designed go-to-market messaging framework for a DeFi yield protocol by translating complex strategy mechanics into clear user-facing and market-facing messaging.
- Developed content and synthesized market feedback to support product communication and growth decisions.
- Supported campaign execution and founder-led storytelling to strengthen user trust, engagement, and product clarity.

### Independent Researcher, Digital Assets & Institutional Crypto

08/2025-Present

- Authored a research paper on digital asset market structure, stablecoins, RWAs, and institutional adoption, with a focus on the convergence of traditional finance and crypto infrastructure.
- Investigated whether Bitcoin halving effects persist in the ETF era using event-time analysis and Newey-West adjusted regressions on weekly return data. Found that post-halving return patterns in 2024 are significantly muted compared to prior cycles, suggesting increased market efficiency and earlier pricing of supply shocks.

### China Merchants Securities

Bond Issuance & Pricing Intern, Debt Capital Markets Department

Shanghai, China

08/2025-11/2025

- Conducted daily macro and fixed-income market analysis across China and U.S. markets, synthesizing policy developments, rates moves, and market data into updates supporting strategy views.
- Built automated dashboards and an AI-assisted monitoring workflow for yields, spreads, and market news, improving research efficiency by 60% and reducing data errors by 90%.
- Supported bond pricing and issuance analysis through comparable screening, spread analysis, and market commentary.

### Guosheng Securities

Equity Research Intern, Investment Management Department

Nanchang, China

06/2025-08/2025

- Performed quantitative and fundamental analysis on target equities, combining short-term signals from price and volume trends, candlestick patterns, and market sentiment with long-term drivers such as industry cycles, ownership structure, financial statements, and valuation multiples to generate trade ideas that supported traders' investment decisions.
- Authored an investment thesis on Eoptolink, a leading optical-module firm in CPO applications, integrating top-down industry and supply-demand analysis with bottom-up valuation using DCF and peer benchmarking. Recommended a long position that was later validated by a 135% stock price increase.

### Northeast Securities

Research Assistant (Food and Beverage Industry), Industry Research Department

Shanghai, China

03/2024-08/2024

- Conducted industry analysis and authored a 15-page industry report on HUAN LE JIA Group in the coconut beverage market.
- Synthesized post-investor meeting briefings for 10+ food companies, distilling management insights for internal research use.
- Applied DCF valuation to project Liziyuan Food's future earnings, supporting investment recommendations.

## SKILLS

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- **Research:** Financial Modeling, Valuation, Industry Research, Equity Research, Macroeconomic analysis, Econometrics
- **Digital Assets & Fintech:** On-chain Analytics (Dune, DefiLlama, Glassnode, Etherscan), Digital Assets, Stablecoins, DeFi, Market Structure, Institutional Adoption
- **Tools:** Python, R, SQL, Excel, VBA, Bloomberg, Wind, Discord, Microsoft Office, AI tools