

MATTHEW JAY ZUNIGA

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SUMMARY

Designer and analyst with an M.A. in Educational Innovation, Technology, and Entrepreneurship (UNC Chapel Hill; High Pass in every course) and a B.A. in Digital Media. Rebuilt a defunct campus program's visual identity from scratch and produced 60+ pieces for 25–30 events at Texas Tech; built the 10-competitor dashboard and heatmap that reshaped an EdTech startup's read on its market; replicated a published AI-adoption study in Python. Represented 11,553 graduate and professional students as Student Government Vice President and served as a graduate voice on UNC's Provost's Generative AI Committee.

EDUCATION

M.A., Educational Innovation, Technology, and Entrepreneurship — University of North Carolina at Chapel Hill Jul 2026
Edupreneur concentration • High Pass (highest grade on the Graduate School's H/P/L/F scale; no GPA is issued) in every course

B.A., Digital Media and Professional Communications — Texas Tech University Dec 2024
Certification in Sports Media

PROFESSIONAL EXPERIENCE

Marketing and Growth Intern May 2026 – Present
STEMPLUG | Remote

- Relaunched STEMLUG's TikTok after three dormant years and produce an ongoing Instagram and TikTok content series promoting its books, robotics kits, and hands-on STEM programs for underrepresented youth — 6,000+ views to date.
- Coordinate logistics and promotion for STEM workshops and community events.

Graduate Research Assistant Aug 2025 – Jul 2026
UNC School of Education, Educational Innovation & Technology (EdIT) | Chapel Hill, NC | Supervisor: Brian Nussbaum

- Delivered ~10 one-on-one and small-group trainings for faculty and staff on generative-AI tools, Apple hardware, projectors, and networking; became the go-to for follow-up consults, including ideating agent-based automation for a registration workflow.
- Resolved 2–3 hardware, AV, and network issues per week across classrooms and offices with minimal downtime.

Lovable Ambassador (March 2026 Cohort) Mar 2026 – May 2026
UNC School of Education & Kenan-Flagler Business School | Chapel Hill, NC

- Selected for the ambassador cohort; beta-tested new platform features and shipped five AI-built web apps that drew 110+ organic visitors.

Intern Aug 2025 – May 2026
EdMotion | Cary, NC

- Built a 10-competitor dashboard and comparison heatmap scoring price, installs, distribution model, technological novelty, and research backing — reshaping how the CEO understood the embodied-learning market's distribution and pricing.
- Compiled a contact database of 21st Century Community Learning Centers (21st CCLC) program leads in every state, and helped open the company's first institutional conversations in North Carolina.

Visual Identity and Brand Coordinator Jan 2024 – Jul 2025
Texas Tech University, Intercultural Education & Engagement | Lubbock, TX

- Designed 60+ print and digital pieces — flyers, posters, brochures, social graphics, event signage, presentations, videos, and merchandise — for 25–30 events across three units: Campus Access & Engagement, the Student Enrichment Center, and Raider Education.
- Revived Raider Education, a dormant student-led leadership and peer-mediation workshop program, with no prior material: built its brand identity and every presentation deck from the assistant director's rough content, plus its flyers, posters, and videos.
- Kept branding consistent across departments, student organizations, and external partners, and pre-built the full 2025–26 academic-year event flyer set before leaving the role.

RESEARCH & PROJECTS

Independent Research: Anthropic Economic Index Replication Apr 2026
*Public analysis using the open-source Economic Index dataset and O*NET Job Zones*

- Replicated the Index's finding that the top 10 tasks account for ~21% of Claude.ai conversations, then mapped 3,514 task-level usage shares onto 923 O*NET occupations and their Job Zones using Python (pandas, matplotlib, Jupyter).
- Found graduate-level occupations roughly 3× over-represented in usage relative to their share of occupations and high-school-level occupations roughly 4× under-represented — a tenfold spread consistent with the Index's skill-biased adoption findings. Notebook, writeup, and code: github.com/mjzun/aei-education-analysis

Research Assistant, AI & Communication Lab Jan 2025 – Jul 2025
Texas Tech University | Principal Investigator: Dr. Austin Lee

- Worked hands-on with prompt engineering and AI architectures; assisted lectures for a senior-level course on AI and behavior trees in video games; studied patterns of disinformation in generative-AI content on social media.

SKILLS

Design & Video: Presentation design, brand identity systems and templates, infographics, print and digital collateral, social graphics, video; Adobe Premiere, Illustrator (basic), Express, and Acrobat; Canva; Figma; Blender; OBS

Data & Analysis: Python (pandas, matplotlib, Jupyter), Excel, Qualtrics; exploratory data analysis, descriptive statistics, market and competitive research, dashboards and heatmaps, literature review, qualitative field observation

AI & Development: Prompt engineering, Claude Code, Lovable, GitHub, HTML, C

Domain: AI adoption in education, AI policy and governance, EdTech market and institutional buyers (K–12 districts, universities, 21st CCLC programs), generative AI and disinformation

LEADERSHIP, GOVERNANCE & HONORS

- Vice President (2025–2026), UNC Graduate and Professional Student Government — represented 11,553 graduate and professional students; member of the Joint Governance Council and GPSG Cabinet; ex officio member of the Senate Rules & Judiciary and State of Graduate and Professional Students committees.
- Student Fee Advisory Subcommittee and Tuition and Fee Advisory Taskforce — reviewed the annual mandatory-fee requests that fund athletics, student health, campus recreation, the Carolina Union, educational technology, transit and SafeRide, campus security, and student organizations.
- Graduate student representative on the Provost’s Generative AI Committee and the University Libraries’ AI committee; on the AI Advisory Committee, worked with School of Education faculty to establish generative-AI guidelines for course syllabi.
- UNC System Association of Student Governments — Academic Affairs, External Affairs, and Strategic and Social Innovation committees; Future of the GPSG committee.
- Vice President (2023–2024) and Graduate Advisor (2025), Texas Tech University Black Student Association; Big XII Black Student Government Delegate (2023–2025).
- ASU+GSV Summit Scholarship recipient (2026).