

SHANTAO YI

ASPIRING PRODUCT MANAGER

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EDUCATION

B.S. in Computer Science

with a minor in Mathematics

University of California San Diego
08/2016 - 06/2020

Overall GPA: **3.94** / 4.00





Major GPA: **4.00** / 4.00

SKILLS

Technical

PYTHON 
SQL 
HTML/CSS 
REACT.JS/
REACT NATIVE 

Tools

GIT/GITHUB 
DOCKER 
TRELLO 
ADOBE XD 
FIREBASE 
GOOGLE
ANALYTICS 

Concepts

Project Management
Agile Methodologies
Organization Leadership
Data Analytics
Product Roadmapping
Marketing Strategies
User Experience Research
Design Thinking
Rapid Prototyping
Information Architecture
Web, Android & iOS Dev

LEADERSHIP

Chinese Engineering Society

Founder & Department Chair

A non-profit student organization that hosts multiple educational/career development events, benefiting over **1000** engineering students.

Our website: ucsdces.com

EXPERIENCE

Salesforce

SWE Intern | 06/2019 - 09/2019 | San Francisco, CA

- Optimized usability for vision-impaired users by redesigning the *Android* app's screen reader workflow
- Reduced testing workload by **20%** though improving CI/CD pipeline
- Delivered a content-sharing feature that is highly requested by users

LaunchIt: Unite to Ignite

Product Marketing Manager | 08/2019 - Present | La Jolla, CA

A [website](#) that fulfills students' need for seeking extracurricular projects

- Implemented *agile methodologies*; boosted dev velocity by over **3x**
- Initiated a major pivot, shifting the org towards a new vision and formulating the org's *two-year strategic plan*
- Iterated *site map* and participated in *rapid prototyping* process
- Achieved an **800%** user growth rate within the **1st** month by initiating *marketing campaigns*

Unilink Share

Product Manager | 04/2020 - Present | La Jolla, CA

A [mobile app](#) that offers roommate-matching service & off-campus housing

- Triaged **20+** new bugs by launching a round of *alpha/beta testing*
- Identified *needs & pain points* through conducting user interviews, competitor analysis, and analyzing **150+** online survey entries
- Created a hi-fi, interactive *prototype* and iterated based on *usability testings*; product will be shipped within a month

UC San Diego

Teaching Assistant | 09/2017 - 12/2019 | La Jolla, CA

- Tutored for multiple topics such as *OOP*, *data structures*, and *ML*
- Held office hours & led discussion sessions for **400+** students

PROJECTS

XPlore UCSD

Product Marketing Manager | 01/2020 - Present

The first-ever [mobile app](#) that offers touring experience for UCSD visitors

- Conducted *ethnographic research* to identify place for improvements
- Iterated *product roadmap* through monitoring dev progress and analyzing feedbacks/requests from stakeholders
- Facilitated user interviews, prototype iteration, and usability studies
- Formulated product's *business model* & *go-to-market strategy*

CaffeineMated

Tech Lead | 03/2018 - 06/2018

- Coordinated a team of **10**; generated tech specs from use cases
- Contributed to front-end implementation & *Google location services* embedment using *React Native (JSX)* & *JavaScript*