

# 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   
JIRA   
SKETCH   
FIREBASE   
GOOGLE  
ANALYTICS 

### Concepts

Project Management  
Agile Methodologies  
Data Analytics  
Product Roadmapping  
Marketing Strategies  
User Experience Research  
Interaction Design  
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](http://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%** through 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*
- Streamlined *user flow*, iterated *site map*, and participated in the *rapid prototyping* process using *Adobe XD*
- Achieved an **800%** user growth rate within the **1st** month by initiating and executing *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 using *Adobe XD* and iterated based on *usability testings*; redesign 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
- Created *user stories*; facilitated prototype iteration & 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*