

SHENGRUI CEN (Arthur)

Full-time graduate student seeking a career in Product Management. Previously an experienced product developer and software engineer. Skilled in software development and user research. Interested in IoT, AI, and Cloud Computing.

Professional Experience

EnSo Consulting LLC, *May 2020-July 2020*
Product Consultant Intern *Pittsburgh, PA*

- Formulated and executed user research and market research for new market sector discovery
- Analyzed qualitative research result and identified essential product feature requirements

Highmark, *Jan 2020-May 2020*
Innovation Consultant *Pittsburgh, PA*

- Innovated an efficient training system; projected an over \$30M aggregated care cost saving in three years
- Performed usability and desirability testing; validated solution effectiveness

Quest AI, *Sept 2017- Aug 2020*
Software Engineer *Palo Alto, PA*

- Spearheaded development of a Sketch Plugin for Quest AI website builder in JS; specified product features, and directed product engineering and testing
- Built front-end architecture of Quest AI, using React.JS and facilitated product usability testing
- Implemented an HTML5 playable advertising campaign; won a long-term contract from client
- Planned delivery of work; demonstrated active involvement in product development with agile practices

Academic Projects

OmniRecycle, CMU *Spring 2020 -Summer 2020*

- Initiated an independent project and formed a five-student team
- Planned and conducted market research, user research and interviews on the recycling industry
- Developed a classification model and achieved 94% accuracy on Google Cloud AutoML
- Built a functional and proof-of-concept physical prototype in a six-week period

VideoMark, CMU *Fall 2019 - Winter 2019*

- Conducted ethnographic research and interviews to find user behavior patterns in video watching
- Facilitated group design thinking seminars and guided the team's ideation process during
- Analyzed the relationship between users' social media activity patterns and video watching habits

CONTACT

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Pittsburgh, PA

EDUCATION

Carnegie Mellon University (CMU)
December 2020
Master of Integrated Innovation for Products and Services, Advanced Study
GPA: 3.9 / 4.0

UNIVERSITY OF CALIFORNIA, BERKELEY (UC-BERKELEY)
May 2017
Computer Science, B.A.
Environmental Sciences, B.S.
GPA: 3.14 / 4.0

LEADERSHIP

2019 - Present
President,
Futurist Club, CMU

2015 - 2016
Project Leader,
Spring Foundation, UC Berkeley

SKILLS

Software Engineering
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Machine Learning
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User Research
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Agile Development
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