

Shengrui Cen (Arthur)

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EDUCATION

Carnegie Mellon University (CMU)

Master of Integrated Innovation for Products and Services, Advanced Study | GPA: 3.89/4.00

Pittsburgh, PA

December 2020

University of California, Berkeley (UC-Berkeley)

Bachelor of Arts in Computer Science, Bachelor of Science in Environmental Sciences | GPA: 3.14/4.00

Berkeley, CA

May 2017

- Relevant Coursework: Machine Learning, User Interface Design and Development, User Research, Integrated Product Development, Product and Brand Management, Lean Entrepreneurship, Leadership Development
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SKILLS

Technologies: Javascript, HTML, CSS, Python, React.js, Node.js, C/C++, Java, Raspberry Pi, Particle IoT Devices

Professional: Product Management, UX Research, Jira, Prototyping, Agile Methodology, Product Roadmapping

Languages: English (Fluent), Mandarin Chinese (Native Speaker)

PROFESSIONAL EXPERIENCE

Carnegie Mellon University

Teaching Assistant (Part time)

Pittsburgh, PA

March 2020 – December 2020

- Guided 65 graduate students in total on various technical projects (data science/chatbot/IoT); supported individuals course goals achievements; received high comments from students

EnSo Consulting LLC.

Product Consultant Intern

Pittsburgh, PA

May 2020 – July 2020

- Executed market research and 25 user interviews as a group; uncovered opportunities on the new market segment for client
- Analyzed qualitative research results and identified 10 essential product feature requirements
- Presented the 2-month market research result in team and received positive feedback from clients

Quest AI

Software Engineer

Palo Alto, CA

September 2017 – August 2020

- Spearheaded development of a Sketch Plugin for Quest AI website builder in JS in a 12-week development sprint
 - Built UI of Quest AI, using React.JS and facilitated product usability testing for 6 iterations
 - Implemented a creative HTML5 playable advertising campaign; secured a long-term campaign contract from client
 - Planned delivery of work; demonstrated active involvement in product development with agile practices; documented product features specification, and directed product engineering and testing; delivered the work under tight time-constraints
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ACADEMIC PROJECTS

OmniRecycle - Advanced IoT Course Project,

CMU

Pittsburgh, PA

Spring 2020

- Programmed a computer-vision based automated robotic recycling system as a proof-of concept within six weeks
- Developed a classification model and achieved 94% accuracy on Google Cloud AutoML
- Improved on-device classification runtime performance by 1000 times using Coral Edge TPU accelerator

Integrated Innovation Capstone Project – Highmark Health,

CMU

Pittsburgh, PA

Spring 2020

- Designed a scalable nurse training system allowing 3x team expansion and projected \$30M care cost saving in 3 years
- Managed project progress and communicated with team on work; ensured delivering high quality final report
- Performed usability testing in a team size of 5; validated solution effectiveness; solution successfully won client's adoption

VideoMark,

CMU

Pittsburgh, PA

Fall 2019

- Entered the final round of 2019 Kellogg Design Challenge Competition in Chicago as a group of 6
 - Directed qualitative analysis with 16 participants to find user behavior patterns in video watching; re-designed UI/UX experience for Amazon Prime Video and competed with 27 teams
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LEADERSHIP

President, Futurist Club at CMU

October 2019 - December 2020

- Outreached design consultancies and companies; coordinated the Company Visit Event to Chicago which has 15 participants
- Restructured club activities into online format; organized virtual futuristic dialogue session and received positive feedback