

# SHENGRUI CEN (Arthur)

Full-time graduate student seeking a Product Manager Summer Internship. Previously an experienced product developer and software engineer. Skilled in software development, user research, data analysis, and machine learning. Familiar with Agile and Scrum framework. Interested in IoT, Artificial Intelligence, and Cloud Computing.

## Academic Projects

2020.02

### OMNIRECYCLE, CMU

An IoT Project featuring a Smart Trash Bin that automatically sorts different recyclables based on Computer Vision and Deep Learning using Tensorflow framework

- Realized the recycling functionality using image classification model
- Trained the classification model and achieved 94% accuracy on Google Cloud AutoML
- Improved the on-device classification runtime using Coral Edge TPU accelerator
- Built a functional physical prototype in 6 weeks as a proof of concept

2019.11

### VIDEOMARK, CMU

A solution for Amazon Prime Video that increases its traction by engaging users on social media. The solution is showcased in 2019 Kellogg Design Competition

- 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

2019.10

### JELLYCLEAN, CMU

An Integrated Innovative project

- Researched and identified pain-points of users in their shaving experiences
- Aggregated primary and secondary research results and defined product opportunity gaps
- Brainstormed 28 ideas and rigorously short-listed ideas with teamwork
- Designed the final project and presented results to clients in a team

## CONTACT

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## EDUCATION

2019-2020

*Master of Integrated Innovation for Products and Services, Advanced Study*

Carnegie Mellon University (CMU)

2013-2017

*Computer Science, B.A.*

*Environmental Sciences, B.S.*

University of California, Berkeley  
(UC-Berkeley)

## THESIS

*Environmental Science,*

*UC Berkeley, 2017*

Estimating Country-level  
Cropland Biocapacity from  
Collective Data Using Machine  
Learning

## SKILLS

- Integrated Product Development(IPD)
- User Research
- Product Prototyping
- Agile Methodology
- Software Engineering
- Machine Learning
- Python, Javascript, C++, Java
- React.js, Node.js, HTML, CSS

## Work Experience

2017-2019

*GameCommerce, Inc. Sunnyvale, CA*

### SOFTWARE ENGINEER

- Coordinated major product development tasks supervised by the Head Engineer and Head Designer
- Implemented HTML5 playable ad campaigns for Amazon Prime, Coach, Moet Hennessy, and Dunkin
- Built front-end and back-end architecture of an HTML5 Web experience builder, QuestAI

2016

*Global Footprint Network, Oakland, CA*

### RESEARCH ANALYST INTERN

- Implemented Bilateral Trade reconciling procedure in R and improved runtime by a degree of 3
- Collected and processed raw data to servers for Ecological Footprint calculation