

Cary J. Schwartzstein

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Education

University of California, Berkeley

December 2017

Double Major: BA Computer Science | *College of Letters & Sciences*

BS Business Administration | *Walter A. Haas School of Business*

Coursework: Marketing, Algorithms, UX Design, Finance, Analytic Spreadsheet Modeling

Employment

IBM

July 2018 – Present

Product Manager (Assets Team)

- Directed 4+ engineers to create features for IBM's Institute of Business Value website
- Analyzed website data and KPIs to validate enhancements and grow user base 200%
- Led design thinking workshops with stakeholders to focus high level product strategy
- Managed product backlog and presented technical progress to senior executives
- Calculated financial costs and revenues to create ROI models for 3 different IBM products

UI Developer

- Worked on client facing projects with automotive and telecommunication companies
- Developed applications in React and Angular working in cross-functional teams

Loop Media, Inc.

May 2018 – July 2018

Product Engineering Intern

- Created a HTML5 Hybrid App for the Amazon Fire TV Stick to demonstrate an MVP
- Worked alongside the Chief Product Officer to create a 6-month roadmap for the product
- Researched market competition for digital short-term content platforms

SanDisk at Western Digital

June 2017 – August 2017

Product Management Intern

- Tested mobile software to determine user pain points and perform competitive analysis
 - Worked closely with engineering to promote SDK integration with SanDisk hardware
 - Conducted 15+ usability studies to determine the design for potential new hardware
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Relevant Projects

Bustle – React Native

October – Present

- Developing a consumer facing bus tracking and mapping application using React Native
- Leading the design process with user testing and low fidelity mockups

EnrollMe App – Ruby on Rails

December 2017

- Worked on updates to an enrollment web-app for UC Berkeley CS Department
 - Added features to enable students to form teams upon enrolling in a course
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Leadership Experience

Code for San Francisco – Member

October 2018 – Present

Consumer Products Newsletter – Editor

September 2018 – Present

Alpha Epsilon Pi Fraternity – President

January 2016 – January 2017

Technical Skills: Python, SQL, Java, HTML/CSS/JS, React, MS Office, Sketch, Jira, Kanban

Certifications: Certified Scrum Master, UX Design Certification (Interaction Design Foundation)