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*

Professional Experience

IBM   July 2018 – Present
Product Manager (Assets Team)
- Wrote product specs for a team of 4+ engineers for IBM's Institute of Business Value website
- Managed product development processes and best practices for creative and engineering teams
- Analyzed KPIs to determine customer needs and facilitate growth in registered users by 200%
- Conducted both competitive research and user research to inform the product roadmap and vision
- Created user engagement reports using data visualization tools and custom Python scripting
- Coordinated logistics for product design with legal, branding and corporate marketing teams

UI Developer
- Worked on client-facing projects with automotive and telecommunication companies
- Created visualizations after analyzing data and researching appropriate statistical methods
- Worked with the optimization team running experiments to impact user engagement
- Developed applications for desktop, iPhone, and Android interfaces in React and Angular

Loop Media, Inc   May 2018 – July 2018
Product Engineering Intern
- Created a content streaming application to demonstrate a minimum value product (MVP)
- Collaborated with Chief Product Officer to form an entrepreneurial, data-driven, product manager team
- Utilized analytical and problem-solving skills to collaborate with engineering team

SanDisk at Western Digital   June 2017 – August 2017
Associate Product Manager Intern
- Created reports for senior product manager to measure user acquisition and retention
- Worked in collaboration with engineering to deliver new features based on competitive analysis
- Conducted 15+ usability experiments to determine the design for a potential new product

Relevant Projects

Bustle – *React Native*   October – Present
- Developing a consumer facing bus tracking and mapping application using React Native
- Leading the product design process with user testing and low fidelity wireframes

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 collaborative teams upon enrolling in a course

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

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

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