

Christina (Ziying) Wei, CFA

✉ christina.wei@mail.utoronto.ca | 📞 647-223-9223 | Toronto, Canada

🌐 <https://www.linkedin.com/in/christinawei/>

Research Interests

Human Computer Interaction, User Interface Design, Conversational Agents, Financial Technology

Research projects I am currently working on:

- Systematic literature review on the effect of conversational architecture design elements on the perception of conversational agents ([The COoKIE Group](#))
- Investigate older adults' perceptions and preferences in the personalities and conversation styles of smart speakers ([THAI RS](#))
- Explore the effects of speech disfluencies (e.g. fillers, repetitions) on the perceptions of artificial agents ([The COoKIE Group](#))

Education

PhD in Human Computer Interaction | University of Toronto | 2022 - 2026 (expected)

Master of Mathematical Finance | University of Toronto | 2007 - 2008

Bachelor of Math in Computer Science & Actuarial Science | University of Waterloo | 2002 - 2007

Professional Experience

Teaching Assistant | University of Toronto | Sep 2022 - Dec 2022

INF2208 User-Centered Systems for Communication

- Marked assignments on students' journey on designing a communication feature such as desk research, formulating project goals, and functionality proposals.
- Led tutorials on formulating research questions and designing semi-structured interviews

CCT419 User Experience Design - UXD and Board Games

- Delivered two lectures on user testing fundamentals
- Provided in class support to students on the design their own board games
- Marked assignments on game critiques (e.g. mechanics, game heuristics, feedback, world view), user evaluation report on their board game prototypes, as well as assessing the quality of students' final board game submissions

Assistant Vice President, Strategic Initiatives | Manulife Financial | Feb 2019 - Jun 2022

I managed a team of product managers, designers and engineers focused on improving customer experience through digital channels. Under my leadership, we launched **conversational agent** digital capabilities to our global wealth asset management business.

- Implemented a chatbot for withdrawal inquiries; enabled live chat for real time engagement; and Alexa skills for account inquiries
- Conducted user research through interviews and prototype testing for product design
- Analyzed user behavioral data to identify areas of improvement
- Defined launch plans and communications in collaboration with product leadership team

I also championed various emerging technology initiatives:

- Worked closely with FinTech companies through MassChallenge FinTech program and integrated several new startup offerings into our business
- Implemented proof of concepts exploring virtual reality, blockchain and AI capabilities
- Organized hackathons across 6 geographical locations with over 200 participants

Lead Technical Product Manager | John Hancock Financial | Oct 2015 - Feb 2019

Responsible for product direction of automation capabilities to increase operational efficiency.

- Led robotics automation team to deliver automated and streamlined processes with high degree of accuracy, saving over thousands of manual hours per year
- Worked closely with product and operations to define and prioritize automations that significantly reduced bottlenecks in manual processes

Director, Business Analysis | John Hancock Financial | Jul 2011 - Oct 2015

Managed cross-functional business analysis team within global wealth asset management.

- Spearheaded business case to expand private markets offerings to institutional investors
- Acted as technical product owner across initiatives for US Retirement business unit

Director, Financial Engineering | Nexus Risk Management | Sep 2012 - Nov 2013

Nexus is a boutique firm offering consulting and software in asset liability management. I owned the product direction for our hedging module and real time trading platform.

Financial Engineer | Algorithmics Inc. | Jan 2008 - Jul 2011

Algorithmics provides a suite of solutions to help clients manage their enterprise risk exposures. I managed the product roadmap and implementation for Real Time Credit Engine (RTCE).

Speaking Engagements

Digital Automation via AI & RPA in Financial Institutions | Atlanta, June 2019

Speaker: Demystifying AI & RPA and developing the skillset of your employees

CPA National Technology Forum 2019 | Toronto, May 2019

Panelist: How to use blockchain to address today's business issues

Pacific Innovation & Executive Club | Toronto, July 2018

Speaker: Define your unique leadership seminar

Skills & Proficiencies

Professional Skills

- Product vision, roadmap, and execution
- Agile-driven delivery model
- Human centered design
- Data-driven decisions

Technical Skills

- Python, R, SQL, MATLAB
- React / NodeJS
- Microsoft Power BI
- Microsoft Azure

Licenses / Certifications

Chartered Financial Analyst (CFA)

Certified Scrum Product Owner (CSPO)

LUMA Institute Certified Practitioner