

Cindy Qian she/her

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EXPERIENCE

Grand Pere Wholesale Bakery **Product Manager** **January 2024 – July 2024**

- Developed a feedback loop with 20+ wholesale customers for the implementation of a digital point-of-sale system
- Collected insights from users to inform ongoing improvements for the ordering and fulfillment process; this iterative approach fostered stronger relationships, increased client loyalty, and led to the establishment of 3 more wholesale partnerships

Genie: A Terex Brand **Business Operations Intern** **April 2024 – July 2024**

- Migrated a 15+ person team to Microsoft SharePoint and Jira as part of a three-month process improvement strategy, increased operational efficiency and streamlined customer success workflows
- Created user flow charts and designed wireframes for the rebranding of the Genie digital e-commerce page
- Led daily standup meetings and implemented a Kanban agile framework to support team coordination

ThoughtfulGPT **Product Manager Intern** **June 2023 – August 2023**

- Identified a high-level product roadmap for an all in one marketing AI agent that can identify sales leads, send follow-up emails, make presentations and demo videos, and craft marketing campaigns
- Conducted in-depth research on the integration of leading LLMs such as Llama-2, Claude, and GPT-3; created user stories that clarified product requirements for the AI agent, growing DAU from 100 to over 3,000

Breadware **Software Engineering Intern** **July 2022 – September 2022**

- Collaborated with 12+ people across marketing, product, and the client to design mockups for an IoT mobile application tracking metrics for construction machinery (water levels, energy levels, errors, location, etc.)
- Developed the corresponding mobile application using the Ionic SDK and AngularJS

EXTRACURRICULARS

UW Chinese Student Association **Marketing Lead** **September 2020 – February 2024**

- Grew social media reach to over 5,500 people across Meta platforms by leading a 6 person team in evaluating social media trends to craft engaging digital campaigns
- Boosted event turnout to a monthly average of 250 people, 10% of our member base, through curated social media campaigns, and a monthly email magazine to a over 2,000 subscribers

Major League Hacking **Hackathon Event Coach** **February 2023 – September 2023**

- Mentored 70+ hackathon organizers across the nation for events ranging from 100 to 1,500 people
- Provided support during planning phases, attended final cumulative hackathon events to provide extra support, facilitate incident response, and host API workshops for partners (twilio, Microsoft Cloud, etc.)

DubHacks **Hackathon Event Organizer** **January 2021 – January 2023**

- Coordinated two 24-hour collegiate hackathons at the University of Washington with over 1,500 participants while navigating vendors, sponsors, and students in both in-person and virtual spaces
- Managed a \$75,000 budget for social media marketing, digital ads, prizes, venue, meals, & swag
- Increased event participation by 114% as a result of marketing initiatives including website branding and copywriting, social media digital marketing, experiential marketing, and crafting email campaigns

EDUCATION

University of Washington • *Dean's List* • *GPA: 3.80* **June 2024**

Bachelor of Science in Informatics (Product Management)

Seattle, WA

Coursework: Data Structures, Database Systems, Computational Complexity and Algorithms, Client-Side Web Development, Information System Analysis & Design, Design Methodologies

SKILLS

Microsoft Office, Jira, Figma, Adobe Photoshop, Wordpress, Java, R, SQL, React, HTML, CSS, Javascript