

**Cindy Qian** she/her  
(408) 532-1231 • cindyqian.yushi@gmail.com • Seattle, WA  
cindyqian.github.io/cindyqsite • linkedin.com/in/cindyqiann

## EXPERIENCE

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|---|------------------------------------|----------------------------|
| <b>Swirl</b>  | <b>Product Manager</b>             | <b>Dec 2024 - Present</b>  |
| <ul style="list-style-type: none"><li>• Conducting market research, compiling product requirements documents, and designing mockups on Figma for the MVP of a location-based social media mobile application for local event discovery and social network expansion</li><li>• Leading marketing and local business partnership initiatives for go to market strategy in the Seattle area</li></ul>  |                                    |                            |
| <b>Grand Pere Wholesale Bakery</b>  | <b>Product Manager</b>             | <b>Jan 2024 – Jul 2024</b> |
| <ul style="list-style-type: none"><li>• Developed a feedback loop with 20+ wholesale customers for the implementation of a digital point-of-sale system</li><li>• Collected insights from users to inform ongoing improvements for the ordering process; this iterative approach fostered stronger relationships, increased client loyalty, and resulted in 3 new wholesale partnerships</li></ul>  |                                    |                            |
| <b>Genie: A Terex Brand</b>   | <b>Business Operations Intern</b>  | <b>Apr 2024 – Jul 2024</b> |
| <ul style="list-style-type: none"><li>• Migrated a 15+ person team to Microsoft SharePoint and Jira as part of a three-month process improvement strategy, increased operational efficiency by automating customer reporting and issue response workflows</li><li>• Created user flow charts and designed wireframes for the rebranding of the Genie digital e-commerce web page</li></ul>  |                                    |                            |
| <b>ThoughtfulGPT</b>  | <b>Product Manager Intern</b>      | <b>Jun 2023 – Aug 2023</b> |
| <ul style="list-style-type: none"><li>• 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</li><li>• 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</li></ul> |                                    |                            |
| <b>Breadware</b>  | <b>Software Engineering Intern</b> | <b>Jul 2022 – Sep 2022</b> |
| <ul style="list-style-type: none"><li>• Migrated a 15+ person team to Microsoft SharePoint and Jira as part of a three-month process improvement strategy, increased operational efficiency by automating customer reporting and issue response workflows</li><li>• Created user flow charts and designed wireframes for the rebranding of the Genie digital e-commerce web page</li></ul>  |                                    |                            |

## ADDITIONAL

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|---|----------------------------------|----------------------------|
| <b>UW Chinese Student Association</b>   | <b>Marketing Lead</b>            | <b>Sep 2020 – Feb 2024</b> |
| <ul style="list-style-type: none"><li>• Grew social media reach to 5,500+ people across Meta platforms by leading a 6-person team in evaluating social media trends to craft engaging digital campaigns</li><li>• Boosted event turnout to a monthly average of 250 people, 10% of our total member base, through curated social media campaigns, and grew a monthly email magazine to 2,000+ subscribers</li></ul> |                                  |                            |
| <b>DubHacks + Major League Hacking</b>  | <b>Hackathon Event Organizer</b> | <b>Jan 2021 – Sep 2023</b> |
| <ul style="list-style-type: none"><li>• Grew social media reach to 5,500+ people across Meta platforms by leading a 6-person team in evaluating social media trends to craft engaging digital campaigns</li><li>• Boosted event turnout to a monthly average of 250 people, 10% of our total member base, through curated social media campaigns, and grew a monthly email magazine to 2,000+ subscribers</li></ul> |                                  |                            |

## EDUCATION

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<b>University of Washington</b> • <i>Dean's List</i> • <i>GPA: 3.80</i> <i>Bachelor of Science in Informatics</i>	<b>June 2024</b> <i>Seattle, WA</i>
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## SKILLS

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Microsoft Office, Jira, Figma, Adobe Photoshop, WordPress, Java, React.js, HTML, CSS, JavaScript