

## Cindy Qian she/her

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### EXPERIENCE

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|---|------------------------------------|-----------------------------------|
| <b>Swirl</b>  | <b>Technical Product Manager</b>   | <b>December 2024 – Present</b>    |
| <ul style="list-style-type: none"><li>• Conducting market research, compiling product requirements documents, and designing mockups on Figma for the minimum viable product, a location-based social platform for event organization and discovery</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>January 2024 – July 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>April 2024 – July 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 and streamlined customer success workflows</li><li>• Created user flow charts and designed wireframes for the rebranding of the Genie digital e-commerce page</li></ul>   |                                    |                                   |
| <b>ThoughtfulGPT</b>  | <b>Product Manager Intern</b>      | <b>June 2023 – August 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>July 2022 – September 2022</b> |
| <ul style="list-style-type: none"><li>• 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.)</li><li>• Developed the corresponding mobile application using the Ionic SDK and AngularJS</li></ul>   |                                    |                                   |

### EXTRACURRICULARS

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| <b>UW Chinese Student Association</b>  | <b>Marketing Lead</b>            | <b>September 2020 – February 2024</b> |
| <ul style="list-style-type: none"><li>• 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</li><li>• 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</li></ul>   |                                  |                                       |
| <b>DubHacks</b>  | <b>Hackathon Event Organizer</b> | <b>January 2021 – January 2023</b>    |
| <ul style="list-style-type: none"><li>• 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</li><li>• Managed a \$75,000 budget for social media marketing, digital ads, prizes, venue, meals, &amp; swag</li><li>• 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</li></ul> |                                  |                                       |

### EDUCATION

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

### SKILLS

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Microsoft Office, Jira, Figma, Adobe Photoshop, Wordpress, Java, React.js, HTML, CSS, Javascript