

Cindy Qian she/her

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EXPERIENCE

Swirl	Product Manager	December 2024 – Present
<ul style="list-style-type: none">• 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• Leading marketing and local business partnership initiatives for go to market strategy in the Seattle area		
Grand Pere Wholesale Bakery	Product Manager	January 2024 – July 2024
<ul style="list-style-type: none">• 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 process; this iterative approach fostered stronger relationships, increased client loyalty, and resulted in 3 new wholesale partnerships		
Genie: A Terex Brand	Business Operations Intern	April 2024 – July 2024
<ul style="list-style-type: none">• 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		
ThoughtfulGPT	Product Manager Intern	June 2023 – August 2023
<ul style="list-style-type: none">• 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
<ul style="list-style-type: none">• 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
<ul style="list-style-type: none">• 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		
DubHacks	Hackathon Event Organizer	January 2021 – January 2023
<ul style="list-style-type: none">• 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 • <i>Dean's List</i> • <i>GPA: 3.80</i>	June 2024
<i>Bachelor of Science in Informatics (Product Management)</i>	<i>Seattle, WA</i>

SKILLS

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