Cindy Qian she/her

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

EXPERIENCE

Swirl　　　　　　　　　　　　**Product Manager**　　　　　　　　　　**Dec 2024 – Present**
- 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
- Leading marketing and local business partnership initiatives for go to market strategy in the Seattle area

Grand Pere Wholesale Bakery　　　**Product Manager**　　　　　　　　**Jan 2024 – Jul 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 process; this iterative approach fostered stronger relationships, increased client loyalty, and resulted in 3 new wholesale partnerships

Genie: A Terex Brand　　　　　　**Business Operations Intern**　　　　**Apr 2024 – Jul 2024**
- 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
- Created user flow charts and designed wireframes for the rebranding of the Genie digital e-commerce web page

ThoughtfulGPT　　　　　　　　**Product Manager Intern**　　　　　　**Jun 2023 – Aug 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**　　　　**Jul 2022 – Sep 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 IonicSDK and AngularJS

ADDITIONAL

UW Chinese Student Association　　**Marketing Lead**　　　　　　　**Sep 2020 – Feb 2024**
- 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
- 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

DubHacks + Major League Hacking　**Hackathon Event Organizer**　　**Jan 2021 – Sep 2023**
- Coordinated two 24-hour collegiate hackathons at the University of Washington with 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

SKILLS

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

EDUCATION

University of Washington • *Dean's List* • *GPA: 3.80*　　　　　　　　　　　**June 2024**
Bachelor of Science in Informatics　　　　　　　　　　　　　　　　　　　*Seattle, WA*