

QINGYU CAO

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EDUCATION

The New School - Parsons School of Design
Master's, Design and Technology

August 2022 - May 2024
GPA: 3.77

University of Florida
Bachelor's, Digital Arts and Sciences
• Minor in Computer Science and Engineering

August 2018 - May 2022
GPA: 3.8

WORK EXPERIENCE

Forestar Technology

Ecommerce Operation Specialist

New York, NY, USA

February 2025 - Present

- Drove 20% GMV growth and 12% CTR improvement through day-to-day TikTok Shop operations, including product listing optimization, data-driven pricing strategies, and creative campaigns paired with livestream performance monitoring.
- Designed visual content for ads, product pages, and livestream virtual layouts using Adobe Photoshop, Canva, and Figma.
- Provide customer support through digital channels to ensure satisfaction and build loyalty.
- Researched e-commerce and digital marketing trends, emerging technologies, and best practices to optimize strategies.

CHC Fashion Group

Digital Marketing Coordinator

New York, NY, USA

September 2024 - December 2024

- Collaborated with brand partners and internal teams to oversee project timelines and ensure milestones are met, including the growth and marketing of TikTok brand accounts and live-streaming operations.
- Provided exceptional client support in a fast-paced, dynamic environment by preparing meeting materials, managing schedules, and presenting reports to brand partners.

Nap York

Multimedia Design & Marketing Coordinator Internship

New York, NY, USA

March 2024 - May 2024

- Created weekly social media content (Facebook/Instagram/TikTok) for New York local chain of hotels in order to reach 25-54 years old audience to market for hotel services & events.
- Collaborated with cross-functional teams to analyze market trends and customer behavior, contributing to data-driven marketing strategies.

Alibaba Group

Product Manager & Marketing Coordinator

Remote

December 2020 - May 2022

- Spearheaded and lead partnerships with art studios to commercialize artistic works into market-aligned products, overseeing the full cycle from artist selection to product development.
- Coordinated with designers, factories, and manufacturing partners to ensure product quality, timely delivery, and cost control.
- Boosted product visibility and sales through effective marketing strategies and tailored customer service for the Gen Z audience.

PROJECTS & OUTSIDE EXPERIENCE

AI Tools In-app Community Platform

UI/UX Designer & Developer

New York, NY, USA

May 2025 - September 2025

- Developed a modern built-in community platform for AI tools using Next.js, TypeScript, and React, addressing the gap where ChatGPT, Claude, and other AI applications lack community features.
- Implemented three content types, intelligent search and voting systems, and responsive multi-device interface.
- Transformed isolated AI usage into collaborative learning experiences, increasing user retention and UGC content creation
- [Link to project](#)

SKILLS

Skills: Leadership, Communications, Customer Service, Client Support, Digital Marketing, Social Media Operation, e-Commerce, C/C++, Python, Microsoft Excel, HTML/CSS, Adobe Creative Suite, Graphic Design, Canva, Figma

Languages: Mandarin, English