Cynthia (Mengyuan) Li

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## SUMMARY

Product Manager with expertise in data-driven solutions, generative AI, and backend engineering. Passionate about translating complex technologies into scalable products that drive user engagement and business growth. Experienced in leading cross-functional teams, defining roadmaps, and delivering global product launches.

### EXPERIENCE

Volvo Cars

Gothenburg, Sweden

Email: cynthiamengyuanli@gmail.com

Aug 2023 - Present

Product Manager, Data Platform

- Defined product strategy: For the Customizable Digital Twin Platform (CDTP), conducting extensive user research to shape the platform roadmap for UX Designers and MarCom Asset Creators, improving design efficiency.
- Launched fleet shopping features: Test drive forms and lead capture forms, across 9 global markets, increasing lead generation efficiency. Standardized event tracking, enhancing data consistency for strategic decision-making.
- Drove AI-powered automation: By launching an intelligent Teams Chatbot (Azure OpenAI + RAG) to streamline procurement, reducing contract retrieval time by 70% for 600+ buyers across EMEA, APAC, and the Americas.
- Established Data Contract tools: To standardize data practices across global teams for analytics governance, automating compliance workflows using Python and GitHub Actions, reducing validation time by 15%.

 $\mathbf{SAP}$ 

Shanghai, China

Feb 2022 - Aug 2022

- Technical Product Manager, Cloud Platform
  - Led product design: For a cloud-based data integration framework, improving data processing accuracy by 38% and ensuring compliance with EDIFACT standards. Optimized platform architecture, reducing system error rates by 15%.
  - Orchestrated collaboration: Aligning stakeholders across product, engineering, and compliance teams to define technical requirements, prioritize feature development, and ensure seamless integration of cloud solutions that improved alignment across three global teams and accelerated deployment timelines.

Airwallex

Shanghai, China

Nov 2021 - Feb 2022

Product Manager, Global Transfer Payment Network

- Drove workflow automation: By redesigning batch processing, increasing transaction capacity by 20%.
- Expanded market coverage: Leading the SWIFT payment launch in 17 countries, enhancing global transactions by 12%.
- Led cross-functional alignment: Working with engineering, compliance, and operations to define technical requirements, ensuring seamless API integrations, regulatory compliance, and real-time settlement capabilities for global markets.

Alibaba Group

Hangzhou, China

Software Engineer, Last-mile Delivery

Jul 2021 - Nov 2021

- o Improved delivery accuracy: Launching a RocketMQ-based feedback processing system, reducing false delivery reports by 74% and improving platform reliability.
- Enhanced platform scalability: To handle peak loads during high-demand periods Ensured robust fault tolerance through real-time monitoring solutions. Led cross-functional collaboration to implement real-time monitoring and fault tolerance, ensuring seamless performance during peak demand periods.
- Partnered with product teams: To analyze user pain points in last-mile delivery, aligning system performance with customer expectations, increasing customer satisfaction by 15%.

Apecyn Art

Atlanta, GA

Founder

Mar 2019 - Dec 2022

- Built and scaled a multi-channel art business: Leading a collaborative team of artists and forming strategic partnerships with breweries and media companies in Atlanta, Los Angeles, Melbourne, Shanghai and Beijing.
- Expanded sales channels: To over 10 local stores, achieving a 50% revenue increase through new distribution strategies and optimized pricing models. Leveraging partnerships with five breweries and media companies to enhance brand visibility and diversify revenue streams, positioning the collection for sustained growth.

#### EDUCATION

# Georgia Institute of Technology

Atlanta, GA

M.Sc. in Computer Science (2021-2023), M.Sc. in Structural Engineering (2017-2018), GPA: 3.8/4.0

Hong Kong University of Science and Technology

Hong Kong

B.Enq. in Structural Engineering & Computer Science, Exchange UNSW & WasedaU, Honors

Sep 2013 - Jun 2017

#### SKILLS

- Product Management : JIRA, Confluence, Azure DevOps, Wireframing and prototyping dashboards and internal tools (Figma, Miro)
- Data Engineering & Analytics: SQL, Data Contracts, Data Governance, Data Pipelines, Power BI
- Certifications: AWIT Product Management Professional (2024), IIBA Certified Product Manager (2023), Develop GenAI Solutions with Azure OpenAI (2023), SAP BTP Certified Developer (2022)
- Languages: Fluent in English, Mandarin, and Cantonese