

Cynthia (Mengyuan) Li

PM Portfolio: <https://cynthialmy.github.io/>

Calendly: <https://calendly.com/cynthiali/30min>

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EXPERIENCE

- **Volvo Cars**
 - *Global Rotation Program*
 - **Fleet & Business Shopping:** Drove key product initiatives within the Fleet cluster, focusing on Search Engine Optimization (SEO), Conversion Rate Optimization (CRO), and lead generation strategies. Led the development of dashboards and user segmentation tools using Power BI, improving lead quality tracking by 25%. Collaborated with marketing and sales teams to streamline the test drive and lead capture form rollout across multiple markets.
 - **Generative AI for Procurement:** Collaborated with a cross-functional team to develop a Generative AI application using Azure OpenAI for procurement contract management processes. This initiative resulted in a 70% reduction in contract retrieval time, a 30% increase in analytical efficiency, and a 55% reduction in operational costs, benefiting over 600 buyers.
 - **Data & Analytics Platforms:** Crafted and executed a comprehensive data governance model leveraging YAML-based data contracts, enhancing data integrity by 20%. Engineered Python-based automation tools for data validation and privacy enhancement, integrated into CI/CD workflows via GitHub Actions, resulting in a 15% boost in regulatory compliance.

Gothenburg, Sweden
Aug 2023 - Present
- **Atkins**
 - *Engineer II*
 - **Data-Driven Product Development:** Led the development and implementation of software tools for bridge assessment, resulting in a 40% increase in workflow efficiency. Utilized Python's Bokeh and D3.js to create interactive dashboards, transforming complex datasets into actionable insights for decision-making. Conducted data modeling and analysis for complex bridge structural projects, focusing on leveraging data insights to inform product strategies, automate bridge rating tools, and develop user-friendly front-end applications. This streamlined project delivery and improved efficiency for clients by 30%.

Atlanta, GA
Jan 2019 - Jun 2021, Aug 2022 - Jul 2023
- **SAP**
 - *Associate Product Manager - Cloud Applications*
 - **Cloud Application Optimization:** Orchestrated and implemented cloud application strategies to refine compliance processes focusing on EDIFACT standards, achieving a 38% enhancement in process accuracy. Applied customer-first approaches, integrating feedback loops into development, leading to a 20% increase in user adoption rates and a decrease in software anomalies.

Shanghai, China
Feb 2022 - Aug 2022
- **Airwallex**
 - *Product Manager Intern - Global Transfer Payment Network*
 - **User Flow Enhancement:** Overhauled the Batch Maker-Checker user flow, resulting in a 20% boost in operational efficiency and a 15% increase in customer satisfaction ratings. Collaborated with UI/UX and engineering teams to enhance process streamlining, significantly reducing transaction processing durations.
 - **Strategic Market Expansion:** Led the expansion of Airwallex's SWIFT payment network into 17 new countries, increasing market reach by 25% and improving feature deployment efficiency by 10%.

Shanghai, China
Nov 2021 - Feb 2022
- **Alibaba Group**
 - *Software Engineer - Last-mile Delivery*
 - **False Delivery Monitoring:** Developed a RocketMQ-based system to monitor and analyze customer feedback, reducing erroneous issue reports by 74%. This system significantly improved the accuracy of last-mile delivery, leading to a substantial increase in customer satisfaction and product dependability.

Hangzhou, China
Jul 2021 - Nov 2021

SKILLS

- **Product Management:** Agile & Scrum, Roadmap & Go-To-Market Strategy, User Stories, Competitive & Market Analysis
- **Data Analysis:** SQL, R, Tableau, Google Analytics, A/B Testing, Data Visualization, Mixpanel, Power BI, Amplitude
- **Programming:** Python, JavaScript, Swift, Java, Kotlin, React, RESTful API, OpenAI API, LangChain, D3, Imba, Git, JIRA
- **UI/UX:** Wireframing & Prototyping, Usability Testing, Customer Journey Mapping, Figma, FigJam, Miro, Procreate
- **Languages:** Fluent in English, Mandarin, and Cantonese. Beginner Level Japanese.

EDUCATION

- **Georgia Institute of Technology**
 - *M.Sc. in Computer Science, GPA: 3.77/4.0*
 - **Georgia Institute of Technology**
 - *M.Sc. in Structural Engineering, GPA: 3.8/4.0*
 - **Hong Kong University of Science and Technology**
 - *B.Eng. in Structural Engineering and Computer Science, Honors*

Atlanta, GA
Aug 2021 – Aug 2023

Atlanta, GA
Aug 2017 – Dec 2018

Hong Kong
Sep 2013 – Jun 2017
- **Certifications:** AWIT Product Management Professional Specialization (2024), MBA Essentials @UofGlasgow (2024), IIBA Certified Product Manager (2023), Develop GenAI Solutions with Azure OpenAI (2023), SAP BTP Certified Developer (2022)