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
  Product Manager, Data Platform — *Aug 2023 - Present*
  - **Defined product strategy**: For the Customizable Digital Twin Platform (CDTP), conducting extensive user research. Developed personas, journey maps, and opportunity solution trees to define 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%.

- **SAP** — Shanghai, China
  Technical Product Manager, Cloud Platform — *Feb 2022 - Aug 2022*
  - **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%.
  - **Managed cross-functional collaboration**: Aligning stakeholders across product, engineering, and compliance teams to enhance SAP's cloud platform scalability.

- **Airwallex** — Shanghai, China
  Product Manager, Global Transfer Payment Network — *Nov 2021 - Feb 2022*
  - **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%.
  - **Aligned technical execution**: With strategic goals, collaborating with engineering to ensure seamless international rollout.

- **Alibaba Group** — Hangzhou, China
  Software Engineer, Last-mile Delivery — *Jul 2021 - Nov 2021*
  - **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, increasing customer satisfaction by 15%. Ensured robust fault tolerance through real-time monitoring solutions.
  - **Partnered with product teams**: To align system performance with user experience expectations, delivering improvements within tight deadlines.

- **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 Los Angeles.
  - **Expanded sales channels**: To over **10 local stores**, achieving a **50% revenue increase** through new distribution strategies and optimized pricing models.
  - **Developed and executed growth strategies**: Leveraging partnerships with **five breweries and media companies** to enhance brand visibility and diversify revenue streams, positioning the collection for sustained growth.

SKILLS

- **Product Management** : JIRA, Confluence,Azure DevOps, Wireframing and prototyping dashboards and internal tools (Figma, Miro)
- **Platforms & Programming**: Kubernetes, Kafka, Airflow, Snowflake, RocketMQ, Python, RESTful, GraphQL
- **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

EDUCATION

- **Georgia Institute of Technology** — Atlanta, GA
  M.Sc. in Computer Science (2021–2023), M.Sc. in Structural Engineering (2017–2018), GPA: 3.77/4.0

- **Hong Kong University of Science and Technology** — Hong Kong
  *B.Eng. in Structural Engineering & Computer Science, Exchange **UNSW** & **WasedaU**, Honors* — *Sep 2013 – Jun 2017*