

Cynthia Wen

cynthiawen@berkeley.edu | [linkedin.com/in/cynthia-m-wen](https://www.linkedin.com/in/cynthia-m-wen) | cynthiawen6.wordpress.com

EDUCATION

University of California, Berkeley

Berkeley, CA

B.A. Cognitive Science, Data Science (Concentration: Neuroscience)

Expected May 2026

- **Coursework:** Functional Programming, Data Structures, Data Science (ML, Visualization, Data Processing & Predictive Analytics), Discrete Mathematics & Probability Theory, Business Principles, Ethics
- **Involvements:** Cal Alumni Association (CAA) Leadership Scholar, Taco Bell Live Mas Scholar, Computer Science Undergraduate Association (CSUA) Officer, Golden Gate Science Olympiad (GGSO) Event Supervisor, Asian American Association (AAA)

EXPERIENCE

Software Engineering Intern

May 2024 - Present

Dell Technologies

Hopkinton, MA

- Use Python (Pandas, tkinter) & SQL to build full-stack application automating data preprocessing for portfolio management, reducing employee labor time from 5 days to 6 seconds
- Work cross-functionally across Business Operations, Finance & Engineering departments to define product requirements & roadmap

Strategy Consultant

March 2024 - May 2024

Zelia AI

Remote

- Managed 9 campus ambassadors to create a total of 25 short-form videos averaging 600+ impressions, increasing media engagement rate by 100% for fashion-tech startup
- Assisted in the conduction of 50+ user discovery calls, surveying students to understand Gen Z fashion preferences

Marketing Intelligence Analyst

Feb 2024 - May 2024

The Daily Californian

Berkeley, CA

- Analyzed Google Analytics data on 3,700+ online articles & generated visualizations on viewing trends, informing marketing strategy for city newspaper

Research & Advocacy Camp Counselor

June 2022 - August 2022

Stanford University School of Medicine

- Worked under Dr. Lawrence Fung, M.D. Ph. D, facilitating discussion sections & generating teaching material on the design thinking process for 120+ campers, covering topics such as ideation, prototyping, UX research & testing
- Guided 12 students on the creation of products benefiting the neurodivergent community, resulting in a non-profit that was recognized as a top project among cohort

Neurodiversity Content Creation

October 2020 – May 2022

Independent, Stanford Neurodiversity Project

- Researched, wrote, designed, and edited disability education infographics and videos with Canva and Photoshop, acquiring 6,000+ followers & 2,000,000+ social media page visitors
- Managed relations with businesses & organizations to ensure & educate 5,000+ visitors on accessibility practices, including Blum Lounge & Autism Spectrum News

PROJECTS

Housing Price Predictor | *Python(Scikit-Learn, Pandas, Matplotlib)*

- Cleaned, analyzed & visualized dataset with 500,000+ entries & 60+ features
- Developed a linear regression model predicting home sale prices with 90% accuracy
- Utilized feature engineering techniques (one-hot encoding, data transformation) to perform model fine-tuning

Barnet School District Improvement Plan, for Dell Technologies | *Business Strategy & Analysis, Change Management*

- Analyzed 100+ responses to 33-question survey regarding educational improvements in a residential school district, identifying key pain points & creating visualizations on Google Sheets
- Proposed 3 data-driven solutions, identified KPIs, & presented core findings to Dell hiring managers, receiving unanimous positive feedback

SKILLS

Visualization Tools: Figma, Power BI, Pandas, Seaborn, matplotlib, Canva, Adobe, Excel

Software: Jira, Confluence, SharePoint, Trello, PowerPoint, Git, Github

Product Competencies: Product Vision & Roadmapping, Stakeholder Management, UX Design, Market Research, A/B Testing, Competitive Analysis, Predictive Modelling, Digital Marketing Strategy