

Maria Susana Chang Vegas

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EDUCATION

Cornell University , Ithaca, NY	May 2026
Master of Professional Studies in Information Science	
Relevant Coursework: HCI design, Applied LLM, Innovation Management	
Politecnico di Milano , Milan, Italy	Sep 2025
Full-time International Master of Business Administration	
Relevant Coursework: Technology Management, Strategy, Project Management, Market Research	
Universidad de Piura , Piura, Peru	Dec 2019
Bachelor of Science in Industrial & Systems Engineering	

SKILLS

- Computer: SQL, Python, HTML/CSS, BigQuery, Amplitude, Figma, Miro, Jira, Looker Studio, Tableau, PowerBi, Wix, Framer, VTEX, Azure, Visual Studio Code, Github
- Languages: Spanish and Italian

WORK EXPERIENCE

IT Strategy Consultant <i>Brachitek</i> , Milan, Italy	Apr 2024-Jan 2025
<ul style="list-style-type: none">• Developed a responsive, user-friendly website, enhancing the company's online presence and credibility for B2B IT hardware/software solutions.• Co-wrote investment pitch and proposed strategic initiatives for expansion into new consumer markets.• Created digital business cards based on Bootstrap for wearable devices, improving client information exchange and networking capabilities.• Managed stakeholder input and requirements while delivering scalable web solutions.	
Product Manager Intern <i>Jobrapido</i> , Milan, Italy	May 2024-Sep 2024
<ul style="list-style-type: none">• Designed and tested ML models for keyword extraction from job postings, achieving 80% accuracy through advanced prompt engineering techniques.• Executed a comprehensive A/B testing framework using Looker Studio dashboards for KPI tracking and data-driven product decisions.• Conducted user research and redesigned the user-facing Search Results page, establishing design system components through journey mapping and test segmentation to improve user experience at scale.• Applied experimental design principles to optimize NLP algorithms for enhanced job matching systems.	
Associate Product Manager <i>Rappi</i> , Lima, Peru	Jan 2022-Sep 2023
<ul style="list-style-type: none">• Developed and optimized Rappi Ads advertising products, including in-app placements and automated billing flows, reducing refunds and improving monetization.• Led CRM digitalization projects, managing the complete product lifecycle from design to adoption, achieving a 92% usage rate, and training 50+ cross-functional team members.• Made data-driven decisions using SQL and Power BI, conducted A/B testing for user-facing advertising products, and developed PRDs aligned with strategic objectives, reaching 75% average goal achievement.• Partnered with engineering, design, and business teams through cross-functional collaboration to deliver scalable product solutions for diverse user workflows.	
Digital Product Analyst <i>Superfood Holding</i> , Lima, Peru	Sep 2020-Dec 2021
<ul style="list-style-type: none">• Managed digital products in e-commerce, implementing two-step payment authentication to reduce refunds, optimizing checkout to improve conversion, and developing digital stores for rapid expansion.• Collaborated with cross-functional teams (engineering, UX/UI, commercial, marketing) to define user stories, prioritize initiatives, and align stakeholders, participating in SCRUM ceremonies and leading grooming and planning	

sessions.

- Analyzed data and optimized product performance using Power BI, Tableau, and user surveys, leading to a 14% increase in customer satisfaction.
- Automated and improved e-commerce processes by mapping operations, configuring VTEX settings for better user experience, and implementing QA in production to ensure new feature functionality.

OTHER EXPERIENCE

Graduate Teaching Research Specialist

Aug 2025- Present

Bowers School of Computer and Information Science, Cornell University, Ithaca, NY

- Facilitated interactive learning sessions and technical discussions for INFO 3450 - Human Computer Interaction Design, covering user research methodologies, interaction design principles, and usability evaluation techniques.
- Provided technical mentorship to 15 students on HCI design systems projects, conducting weekly office hours to guide students through user persona development, wireframing, prototyping workflows, and usability testing implementation.
- Evaluated and critiqued group design projects using established HCI heuristics and design principles, delivering structured feedback on information architecture, user interface design patterns, accessibility compliance, and user experience research methodologies.

Ad Honorem Researcher

Jan 2025-Aug 2025

Industrial & Systems Engineering Department, Universidad de Piura, Piura, Peru

- Developed machine learning algorithms for early physical frailty diagnosis using self-collected depth camera data from real participants, to enable healthcare professionals to detect and address mobility issues before progression.
- Conducted systematic literature reviews for a research project funded by Concytec-Prociencia.
- Co-supervised undergraduate thesis research and contributed to high-impact journal manuscript preparation.

PROJECTS

[VibeBook](#) – Visual Style Discovery Platform

2025

Figma Hackathon

Created and designed a product using Figma Make that aimed to help creators find visual style, messaging, and hashtags for cohesive brand presence, implementing design-to-code workflows through prompt-driven design directives.

[Earli](#) – AI Powered Feedback Platform

2025

Lovable-Claude-Supabase Hackathon

24-hour hackathon. Designed and developed an AI-powered SaaS platform for product feedback analysis

[7 Wonders](#) Interactive Experience

2025

Wix Studio Contest

Honorable mention. Created a gamified landing page with interactive user flows and reward animation.

CERTIFICATIONS

DataCamp – *Python Data fundamentals*

Jan 2025

DataCamp – *Python Programming fundamentals*

Dec 2024

Product School – *Artificial Intelligence Micro-Certification*

Nov 2024

Product School – *Product Strategy Micro-Certification*

Nov 2024

freeCodeCamp – *Responsive Web Design*

Jun 2024

DataCamp – *Intermediate Python*

Jul 2022

University of Virginia (Coursera) – *Digital Product Management: Modern Fundamentals*

Mar 2021