CARRIE CAO

Product Manager | Cross-Platform Engagement | Growth Strategy | Identity & Security

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SUMMARY

Product Manager with 6+ years at Google(YouTube) & AWS, delivering high-growth (+97% CTR, +16.8% DAU) across multi-device ecosystems. Expert in aligning engineering constraints with business goals to craft intuitive products that maximize engagement and retention. Passionate about leading product innovation for next-generation immersive content platforms.

EXPERIENCE

Google (YouTube)   *San Bruno, CA*
Product Manager (Rotator) / Software Engineer   *Jan 2022 − Present*

Product Lead for YouTube Living Room (TV + Mobile) Engagement & Identity. Unifying mobile discovery with big-screen consumption to transform fragmented mobile intent into seamless, high-value cross-device continuity.

Identity & Security (Sign-In Evolution)
- Optimized sign-in conversion by preventing accidental dismissals and funnel leakage at entry point, boosting a **+97% CTR** and **+33%** in sign-in success rate.
- Achieved **+27%** lift in total sign-in volume via "Frequency & Cooldown" multi-arm experiments to minimize prompt fatigue, maintaining long-term user sentiment.
- Initiated "Deduplication" logic to suppress **13%** of redundant prompts and cut broadcast latency (**5s → 0.5s**) by shifting device detection to server-driven startup.
- Led "Secure Pin Pairing" to mitigate P0 MitM attacks by redesigning the verification flow, maintaining neutral watch time and acquisition metrics despite added security friction.

Cross-Screen Growth (TV + Mobile Engagement)
- Launched "EZConnect" to allow mobile-to-TV cast which drove a **+16.8%** Connected DAU (reaching 800K daily users) at launch. Achieved **94%** user satisfaction by eliminating manual code entry.
- Accelerated "Search" adoption to **+19.8%**, replacing cumbersome TV remote typing with mobile keyboards.
- Doubled "Comments" engagement (**0.6% → 1.2%**) by introducing the pairing feature to the community. Added a dedicated interaction tile to the TV, which also boosted the Watch player menu usage by **+9%**.

Infra Modernization
- Directed Cast surface migration, ensuring 100% feature parity and unblocking cross-platform scaling.
- Managed system health as Android Bug Duty Lead, prioritizing triage to ensure global release stability.

Amazon (AWS)   *East Palo Alto, CA*
Software Engineer   *Sep 2019 − Dec 2021*

Core developer for AWS Console Platform, focusing on high-availability user customization.
- Re-architected global User Preference Service via DynamoDB to ensure **<100ms** latency sync worldwide.
- Established a "Unified Setting" framework to standardize UX consistency across fragmented environments.
- Led the "Global Navigation" customization (Pin/Favorites) that improved workflow efficiency by **15%**.

EDUCATION

- **Santa Clara University** | M.S. in Computer Science and Engineering   Santa Clara, *CA, 2018-2019*
- **Georgia Institute of Technology** | M.S. in Chemical Engineering   Atlanta, *GA, 2017-2018*

SKILLS & RECOGNITION

- **Skills:** Product Strategy, Funnel Optimization, Connected TV (CTV), Identity & Security, Mobile/TV Ecosystems, Cross-Platform Growth, A/B Testing, SQL, Python, Data Analytics, Figma.
- **Awards:** Recipient of 8 YT awards for contributions to product execution and cross-functional leadership.