

SIYAN WANG

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PROFILE

A forward-thinking professional with a strong background in technology and media, committed to transforming the creation, delivery, and consumption of information. Passionate about leveraging innovative technologies to create a more inclusive and interactive society.

EDUCATION

Cornell Tech (Cornell University), GPA 3.92 / 4.0, Merit Scholarship New York, NY
M.S. in Information Systems with a concentration in Connective Media *Expected May 2025*
Related Coursework: Psychological and Social Aspects of Technology, Tech Media & Democracy, HCI and Design, Applied Machine Learning, Computer Vision, Participatory Design, Deep Learning, Intro to Human-Robot Interaction, Designing Data Product

Haverford College, GPA 3.82 / 4.0 Haverford, PA
B.S. in Mathematics with *cum laude* and *department honor* *September 2013 - May 2018*
Thesis: *Hidden Markov Model and Dirichlet Process*

University College London London, UK
Junior-Year Study-Abroad program in Mathematics and Linguistics *January 2017 - June 2017*

PROFESSIONAL EXPERIENCE

Ambit Inc., Strategy Intern, New York, NY *June 2024 - August 2024*
A healthcare technology and services company with a focus on rare and specialty diseases

- Developed and implemented a comprehensive market entry strategy for a rare disease medication, identifying current marketing gaps, key opportunities, critical success factors, and potential risks and challenges.
- Performed comprehensive primary and secondary analyses to understand patient profiles, medication journeys, and prescription habits of healthcare providers, providing robust qualitative and quantitative evidence to support the market entry strategy.
- Managed project timelines and deliverables, ensuring alignment with client objectives, and coordinated regular client meetings to discuss progress and insights.

Freelance Journalist, Remote *June 2019 –Present*

Pandaily (*An English media delivering premium content on China to foreign readers, <https://pandaily.com/author/siyan-wang/>*)

- Proposed topics and provided in-depth analysis of the Chinese sports, entertainment, and technology industry. Articles were quoted by NetEase, Sina, and other top-tier media groups.

Huasheng Media Group (*One of China's largest publishing groups*)

- Interviewed key persons and created original content, including cover and top stories, on technology, fashion, and art for Chinese editions of *WSJ. Magazine*, *The New York Times For Kids*, *Wallpaper**, and *NYLON*, achieving 50k+ clicks per article on average.

Silicon Valley 101 (*A Bilingual media focusing on the current trending in Silicon Valley*)

- Conducted interviews with technology experts and startup founders, producing in-depth analytical articles on emerging technologies and innovations in Silicon Valley. Bridged the information gap between Chinese readers and cutting-edge tech developments, achieving over 100k clicks per video across multiple platforms.

Product and Marketing Consultant, Remote *April 2022 - August 2023*

Sonorus (*A Web3 music protocol, backed by Mask and other leading Web3 funds*)

- Led in-depth competitor and market analysis to uncover product gaps and new growth opportunities, ensuring product design aligned with emerging user needs.
- Optimized user journey by conducting targeted interviews and deriving actionable insights, spearheading the development of 5 innovative product features that drove platform functionality and resulted in 100k user registrations within 7 months.
- Designed a tokenomics incentive and distribution system to motivate users to discover and share music, ensuring a stable and sustainable economic model for platform growth.

Adot (*A Web3 Search Engine, backed by Mask, Baidu, and other leading funds*)

- Led the full-cycle design and development of the official website (<https://www.a.xyz/>), focused on user experience and SEO optimization, driving two key keyword combinations to first-page Google rankings and enhancing overall site performance.

Okcoin, Product and Growth Analyst, San Francisco, CA*February 2020 - June 2021**One of the world's first and largest regulated digital asset exchanges*

- Directed the strategic transformation of the company to a data-driven culture; Chaired a squad of 1 product lead, 2 analysts, and 3 engineers to develop and iterate an internal full-stack data system from scratch, cutting data requests by 30%.
- Developed and implemented SQL and Python codes for quantitative analysis, led A/B testing to inform business decisions and iterations, and synthesized quantitative insights on user behavior and product upgrade prioritization, resulting in a 300% increase in week-over-week registrations and a 75% improvement in the conversion rate from signup to trading.
- Facilitated daily operation of internal and cross-functional collaboration by streamlining the project management workflow on Coda, reducing development task time by 66% while meeting all deadlines.

Acumen, LLC., Senior Data and Policy Analyst, Burlingame, CA*June 2018 - January 2020**A public policy analysis firm focusing on government healthcare policy*

- Established Acumen's model that aims to measure Medicare providers' efficiency in resource use of certain diseases and adjust the Medicare reimbursement amount accordingly. The model covered and redistributed 5% of U.S. Medicare payments.
- Implemented 20+ data-driven investigations to consolidate model reliability and formatted outcomes into presentable workbooks.
- Co-led a clinician subcommittee of 50+ clinicians for feedback through JIRA, expanding model applications by 10%.

Aesop Business Advisory, Data Product Manager, Remote*September 2018 - June 2019**A boutique consulting firm focusing on digital transformation for small businesses*

- Developed a data tool that transformed diverse, unstructured, and redundant data streams into coherent data insights, leveraging a fusion of SQL, Tableau, and Python, which led to a remarkable 40% reduction in the footprint of the initial data repositories.
- Coordinated client meetings, drafted product requirement documents, and quality-assured final products through Asana to ensure 100% timely and accurate delivery.

RESEARCH PROJECTS**Conceptualize News Desert with LLM and Text Analysis, New York, NY***February 2024 - Present*

- Developed research methodologies and iterated hypotheses, created scripts to scrape text from local news websites, trained large language models (LLMs) to extract location data, and analyzed text data to study bias in local news. The paper has been accepted to *Computation & Journalism Symposium*, 2024.
- Drafted product document and iterated UX/UI design of an interactive map tool for journalists and policy researchers to look into whether local news coverage across locations would vary on topic different demographic features in income, gender distribution, and age distribution.

AI Cough Sound Project, New York, NY*July 2024 - Present*

- Designed and implemented core analytical pipelines for cough sound data, enhancing predictive accuracy in both gender recognition and identity verification tasks.
- Refined voice feature analysis using Mel-Frequency Cepstral Coefficients (MFCC) and Time Delay Neural Networks (TDNN), achieving a 30% improvement in gender recognition accuracy through the application of X-Vectors.
- Enhanced model efficiency with dimensionality reduction techniques, including Uniform Manifold Approximation and Projection (UMAP) and Principal Component Analysis (PCA), effectively streamlining feature extraction from cough sound data.
- Developed a novel cough-based identity verification methodology, leveraging multi-cough sequences to surpass traditional voiceprint methods in speaker verification tasks.
- Fine-tuned the ECAPA-TDNN model, adapting pre-trained embeddings from VoxCeleb for cough sound analysis on the Coswara dataset. Achieved an Equal Error Rate (EER) of 15.22% and an F1 score of 0.856, demonstrating strong performance in real-world scenarios.

VOLUNTEER AND LEADERSHIP**The Ageologist, Research Assistant, Remote***February 2022 - August 2023*

- Conducted interviews with researchers from prominent institutions such as Beijing University and Fudan University to explore contemporary global treatments for Alzheimer's disease, focusing on new intervention technologies.

ADDITIONAL EXPERIENCE

- **Programming: Skills:** Python, SQL, Tableau, SAS, MATLAB, R
- **Design Skills:** Figma, Adobe Creative Suite
- **Project Management Skills:** JIRA, Trello, Slack

- **Awards:** *Harvard Innovation Labs* and *MIT SandBox Fund* awardee as *Co-Founder* of Co-City, a participatory budgeting platform providing integrated solutions to government budgeting offices and consultancies; the 9th place at "Straight to Silicon Valley", a China's national start-up competition, as *Co-Founder* of Seeker, a social app designed exclusively for college students
- **Interests:** An independent stand-up comedian; an amateur boxer; a soccer commentator