

SHARON YE

CONTACT

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EDUCATION

University of California, Berkeley
B.A in Computer Science
GPA: 3.8 | Honors

Walter A. Haas School of Business
B.S in Business Administration
GPA: 3.8 | Honors

SKILLS

Programming Languages:

Python	●	●	●	●	●	●
SQL	●	●	●	●	●	●
VBA	●	●	●	●	●	●
Java	●	●	●	●	●	●
HTML/CSS	●	●	●	●	●	●

Other Skills:

Data Analysis	UI/UX
Design	User Interviews
Bloomberg	Figma
Excel	Photoshop
PowerPoint	Illustrator

Languages:

English (Native)	Mandarin (Native)
Cantonese (Casual)	French (Limited)

CERTIFICATIONS

Digital Marketing (*Google Digital Garage*)
SIE
Series 7
Series 63
Series 57

PERSONAL INTERESTS

Cliff Diving
Creating Personal Investment Strategies
Portrait Painting
Interior Design

PROFESSIONAL

Citi

New York City, NY

Quantitative Analysis

2019 - Present

- **Developed and launched internal tools** to analyze \$85 Billion in annual credit portfolio trades, leading to **300+% annual increase in activity**
- **Built SQL data reports** leveraging **100+ datasets** to **track client success metrics**, highlight trades we lost and analyze revenue potential from trade ideas
- **Coordinated between stakeholders** (sponsors, clients, and internal traders) to **manage \$100+ Million/day** in primary market making activity
- **Doubled market share** in ETF primary market making by writing **python scripts** to analyze market opportunities and automate workflow

Wish

San Francisco, CA

Product Strategy & Finance

2018 - 2019

- **Developed strategic roadmap** for organic growth by **exploring expansion opportunities** for the e-commerce giant totaling over **\$1.1B in revenue impact**
- **Increased company valuation by 38%** by analyzing new strategic initiatives and baking results into financial valuation models
- Designed and maintained spreadsheets to **track key financial metrics**, such as customer acquisition cost, customer lifetime value, and churn/retention

Konviv (Fintech)

Berkeley, CA

Product Manager

2016 - 2017

- Fintech startup aimed at making personal finance knowledge more accessible through a smart budgeting application and a financial chatbot assistant
- **Launched app's onboarding user flow** and advised on web **design & branding** through consumer interviews and research into 70+ competitors
- Worked cross-functionally with engineering, marketing, and senior management to **prioritize features for MVP launch** and **generate buzz** for launch

PRODUCT & LEADERSHIP

Freelance Web/Graphic Designer

2020

www.sharonye.com

- Provided graphic illustrations, web wireframes, and marketing materials work for external clients to support small businesses affected by COVID-19 pandemic
- Learned to **prioritize client feedback** and **scale a new business** as I expanded my client reach from Berkeley to the larger Bay Area

Green Fresh

2020

Product Developer, Designer

- A waste-free, cost-effective meal prepping service to address our nation's massive food and plastic waste problem
- **Led a team of 5 in ideating and building** the product; **built financial projections** and a 5-year operational timeline, conducted user interviews and surveys to iterate on product usability and business structure

Klean Kart

2020

Product Developer, Designer

- A carbon food-print tracking Android application, helping users better understand the environmental impacts of their food choices to make sustainable purchases
- Collaborated with a team of 4 to **ideate, design, and develop the product**; held **user interviews, feasibility tests, and conducted industry research** to iterate and improve on MVP. Developed in **Android Studio**, prototyped in **Figma**