

# TIFFANY ZHU

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## EDUCATION:

- **University of California, Berkeley**
- Aug 2007 – May 2011
- **B.A. in Psychology,**  
B.A. Legal Studies
- Cumulative GPA: 3.7

## CERTIFICATES/SKILLS:

- **User Experience Design Certificate: General Assembly (June 2017)**
- **Competencies:** User research and testing, information architecture, user flow and persona development, wireframing, mockups, prototyping, project management
- **Tools (from most proficient to least):** Sketch, InVision, Marvel, JIRA, Adobe Illustrator and InDesign, HTML/CSS, Python

## AWARDS:

- **Citrus Award Recipient from Segment:** Employee of the Month award for those who exemplify the company values to the highest degree; awarded by co-founder.
- **2 time Spot Bonus Recipient from the Google Legal Department:** Awarded by leaders in the department to those who have done exceptional work on high impact projects that affect the whole org.

## WORK EXPERIENCE (6.5 years total):

### Segment | San Francisco, CA | Aug 2016 – Present Enterprise Customer Success and Experience

- **Manage relationships** with 40 enterprise customers totaling \$3 million in retained revenue;
- **Establish respected voice** with Product and Eng leadership to give **regular feedback** on how Segment can create better experiences for companies such as IBM, 21st Century Fox, Intuit, and Hotel Tonight;
- **Persuade and manage** crossfunctional Segment stakeholders in business strategy on projects ranging from betas to technical issues;
- **Coordinate user research** for the product and design team – lining up user interviews; synthesizing actionable feedback for follow through;
- **Paired with sr. designer** for 6 weeks to redesign a major feature of Segment's app called the Debugger, improving the experience of a foundational feature for 10k+ customers. Project can be found on my website, linked above.

### Piazza Technologies | Palo Alto, CA | Aug 2014 – Aug 2016 Product Manager | Aug 2015 – Aug 2016

- Worked directly with CEO to **define the product roadmap of Piazza Careers**, a recruiting platform helping 200+ top tech companies connect with 1.25 million students at >1000 universities;
- **Liased between customers and engineering team** by deeply understanding customer pain points/workflows, relaying product feedback, and prioritizing requests;
- **Drove 5 product features and 3 internal tools from concept to release**, project managing our visual designer and engineers;
- Captured customer use cases, authored docs, training guides, and internal process materials;
- **Conducted rigorous functional/UX testing** and managed QA process prior to launch of new features.

### Customer Success Lead | Aug 2014–Aug 2015

- **Served as Piazza's first CSM**, managing our first 50 customers (with major accounts such as Apple, Microsoft, Airbnb, and Pinterest) through business reviews, product trainings, and identifying opportunities for expansion;
- **Built a team from one CSM to five**, conducting regular account check-ins, being the point of escalation, and presenting regular account health reporting to the CEO;
- **Identified and led customer activation initiatives**, such as improved onboarding methods, redesigned features, and polished external executive progress reports for distribution.

### Google | Mountain View, CA | Jun 2012–Aug 2014 Legal Assistant I to II, Products and Agreements

- **Reviewed and advised on legal risks of pre-launched product features**, including: spam policy, opt-in/opt-out policy, copyright laws, licensing;
- Utilized metrics and data reports to **identify inefficiencies** in the internal legal process and worked with stakeholders to design/ implement solutions that saved the team 10 hours of work a week.