

# YUJIE TAO

Aspiring Product Manager | <http://www.yujietao.me>

110 Country Club Road  
Chapel Hill, NC, USA  
t: 919-360-6218  
e: yujiet@live.unc.edu

## EDUCATION

### University of North Carolina at Chapel Hill

2016 — 2020  
GPA: 3.81

### Computer Science B.S., Media and Journalism B.A. (Advertising concentration)

Courseworks: Operating System, Web Programming, Files and Database,  
Natural Language Processing with Deep Learning, Market Intelligence

## EXPERIENCE

### Microsoft

2018.6 — 2018.8  
Beijing, China

### Program Manager Intern

- Worked in Bing News team on a blockchain-based content ecosystem
- Conducted market research, made proposals and prototypes for the product integration with Bing search and feed app
- Collaborated with developers, designers and legals to realize V1 features
- Developed an internal software in C#, which pipelines data labeling process

### Pearl Hacks

2018.8 — now  
Chapel Hill, NC

### Planning Director

- Plan and organize 2019 Pearl Hacks, an all-female hackathon that encourages diversity in technology industry
- Lead four members under web development committee in designing and developing new user interface. Coordinate with graphic design, transportation, sponsorship and logistics committee

### UNC Student Sublet Platform

2018.1 — 2018.5  
Chapel Hill, NC

### Product Owner

- Designed a web platform that makes student subleasing simple
- Conducted quantitative and qualitative research to understand user needs
- Determined product functionality, prototyped in Axure RP, developed in Express.js and MongoDB
- Launched marketing campaigns to gather feedback

### Red Ventures Case Competition

2018.3  
Chapel Hill, NC

### Front-end Developer, UI/UX Designer

- Developed a web app that interacts with provided API to fetch, display, and market credit cards
- Overall architecture: Front-end: Vue.js, Bootstrap; Back-end: Ruby; Analytics: Google Analytics
- In charge of UI/UX design, front-end development of the home page and presented final demo

### Crash Campaign

2017.4 — 2018. 11  
Chapel Hill, NC

### VP of Creative

- Led creative team in developing new branding strategy, creating graphics and event materials
- Relaunched website, designed in Adobe XD and developed in WordPress

2016.11  
Chapel Hill, NC

### Team 16

- Conducted market research and developed strategy for a local client, Seal the Seasons
- Designed creative prototypes to implement the strategy and pitched "Bring your Farmer to the Table" Holiday Campaign to a panel of judges and client

## SKILLS

### ● UI/UX Design

Proficient

### ● Web Development

Proficient

### ● Product Management

Intermediate

### ● Market Research

Proficient

### ● Business Analytics

Fundamental

### ● Java

Proficient

### ● C

Intermediate

### ● Python

Intermediate

### ● MySQL

Intermediate

### ● Deep Learning

Fundamental