

# YuQing (Yuki) Ma

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## EDUCATION

### Carnegie Mellon University - Dean's List

05/2026

*B.S. in Information Systems + Minors in Product Management and Business Administration*

*Pittsburgh, PA*

- QPA: 3.52; Deans List
- Relevant Courses: Marketing, Consumer Behavior, Design Thinking, Designing Human Centered Interfaces, 15112, etc.

### Hopkins School

09/2016-06/2022

*New Haven, CT*

## MARKETING EXPERIENCE

### Chief Marketing Officer - Fulfill, Startup

12/2023 - present

*Remote, based in Los Angeles, CA*

- Created detailed go to market strategy and financials analysis including profit & loss statements, cost projections, and CLV/CAC
- Conducted marketing research to validate market and find unique positioning for developing product based on user pain points
- Lead brand and UI/UX design for software, including crafting brand guides, wireframes, and prototypes in Figma and Swift

### Marketing Research Analyst - WIETOP Research

05/2023-08/2023

*Beijing, China*

- Followed 3 qualitative and 2 quantitative full research projects that focused on improving consumer understanding and supporting new product developments
- Formed 2 client-facing reports by analyzing quantitative and qualitative data collected from field research, focus groups, and surveys
- Presented client facing slide decks and communicated with clients to understand client priorities and limitations

## PRODUCT & DESIGN EXPERIENCE

### UI/UX Designer - American Marketing Association, CMU Chapter

01/2024 - present

*Pittsburgh, PA*

- Rebuilt website and formed new marketing strategy for client in the biomedical field, which harnessed 240% increase in website traffic
- Organized a full brand reform with complete visual, tone, and vocabulary guide including logo and brand style guide using Figma

### Special Projects Leader - Carnegie Mellon Racing

09/2023-present

*Pittsburgh, PA*

- Lead 2 projects that developed tangible rigs to improve operational efficiency and data collection
- Initiated research, sponsor contact, and planning for going to international competitions like Formula Student Germany
- Marketed team to sponsors (obtained \$12,000+ sponsorship) and competing teams to establish external relationships

### Media Designer - Thomas Merton Center

09/2022-05/2023

*Pittsburgh, PA*

- Crafted weekly promotional graphical designs for social media posts using Photoshop and Canva
- Kept up with recent events to create relevant marketing material
- Wrote online newsletters to promote local and national level social justice events

## PROJECTS & COMPETITIONS

### 15112 Term Project, Python Final Project

04/2023-05/2023

*Top 10 & Showcased (Out of 200)*

- Used 3D-array and classes to create a fully extendable algorithm in Python
- Recreated the puzzle structure of Baba is You, an award winning puzzle game, in a month

## SKILLS

**System & Tools:** Jira, Confluence, Excel, PowerPoint, Word, basic SPSS understanding

**Design related softwares:** Figma, Clip Studio Paint, Adobe Photoshop

**Programming languages:** Python, R, C, SQL, HTML, CSS, Swift, and Vue

**Speaking languages:** Fluent in English and Mandarin Chinese; Intermediate Japanese and beginner at Finnish and Korean