Ziyi (Carrie) Ma

4109 75 Queens Wharf Rd, Toronto, ON Canada
ziyi.ma@hotmail.com
1-403-818-3086

EDUCATION

Faculty of Applied Science & Engineering, University of Toronto – Toronto, Canada   September 2014 – May 2020

Bachelor of Applied Science in Electrical & Computer Engineering

- Dean's Honour list 2017, 2019, 2020
- IEEE Power & Energy Society J.W. Estey Outstanding Scholar for Canada, 2019 - 2020
- IEEE author published in IEEE Journal of Emerging and Selected Topics in Industrial Electronics, 2022

SKILLS & PERSONAL PROJECTS

- Personal Portfolio: https://zcmdev.github.io/zcmportfolio/
- Coding Experience: HTML, CSS, JavaScript, C, C++ and Assembly
- Software Experience: Salesforce, JIRA, Figma, Visio, Altium Designer, Matlab, Github

PROFESSIONAL EXPERIENCE

Intelliware Inc, Toronto, Canada   July 2024 – November 2024

Management Consultant – Digital Strategy in Financial Services

- Designed customer self-service portal using Figma wireframes and process flows in Visio for mortgage servicing sector, to reduce **300+** hours a year spent on manual data entry and saving **$2M** a year for the bank
- Designed new technical system architecture to integrate between 10 siloed banking systems such as Salesforce, tax application and legacy systems, to prevent annual **800+** hours loss in searching for missing records
- Revamp bank-wide **32** lines-of-business contact centre to replace existing end-of-life CCaaS system to improve customer retention, generating additional **+$3M** a year in revenue
- Gathered contact centre market insight on large CCaaS players such as Genesys, Google, Amazon and Five9 and discovered best fit system for the bank based on integration needs, agent volume and system capabilities

Deloitte, Toronto, Canada   January 2021 – March 2022

Management Consultant – Digital Transformation and Salesforce Implementation (Banking, Retail, Health Care, NGO)

- Digitized the entire payment system in Salesforce CRM for a specialized health sector in a large Canadian pharmacy, reducing manual processing by **80%**
- Designed a Salesforce CRM employee management app for a banking retail client, saving **100+** hours annually by automating performance monitoring
- Designed a donor priority selection algorithm for a national wide NGO to support annual donor outreach, to increase donor retention by **60%**, generating an additional **+$4M** in annual donation
- Created Deloitte's junior developer onboarding manual to share best practices and avoid common pitfalls
- Co-led Deloitte Canada Women in Leadership initiative, hosted employee events to celebrate and generate network opportunities for women

eLeapPower (Electric Vehicle Start-up Company), Toronto, Canada   November 2022 – July 2023

Product Manager – Focus in Hardware and North America Market Strategy

- Designed client outreach materials, securing initial contacts with Ford Motors and Rivian
- Leveraged Matlab for in-depth analysis across **300+** Electric Vehicle datasets, distilling key insights and presenting them in market reports tailored for clients in North America, generating data for strategy proposals used by the CEO and CTO
- Set vision goals and project roadmaps for engineering team, bridging the gap between technical engineering team and business executives

University of Toronto, Toronto, Canada   March 2022 – September 2022

Engineer Manager - The Edward S. Rogers Sr. Department of Electrical & Computer Engineering

- Direct manager for a team of 5 lab technicians
- Directed lab improvement plan, improving lab quality for **500+** students annually studying electrical and computer engineering
- Developed a component testing board, product requirement document and a new user guide to replace outdated equipment and is currently being used by **300+** students annually
- Taught **20+** students in hardware design course to support them with their 2nd year curriculum