Ziyi (Carrie) Ma

Bachelor of Electrical & Computer Engineering – University of Toronto
Year 2020

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CONSULTING & PRODUCT MANAGER EXPERIENCE

Intelliware Inc, Toronto – *Management Consultant*

July 2024 - November 2024

Consulting Achievements

- Built out project roadmaps for large banking strategy projects to aid with resource allocation and implementation planning
- Hosted current state workshops across 32 banking lines of business to gather business and technical requirements
- Designed 40+ future state mortgage servicing flows using Figma and Visio to support target state visions
- Wrote 10+ current state user journeys to help the business discover current state pain points
- Built in depth capability model and market report for bank wide contact centre project by conducting a comprehensive market research of Genesys, Google, Amazon and Five9 CCaaS players
- Supported on a cybersecurity sales proposal for a global fleet management client

Deloitte, Toronto — *Management Consultant*

January 2021 - March 2022

Consulting Achievements
- Drove customer success by leading 10+ sprint demos and user story grooming sessions
- Wrote 100+ user stories in JIRA for Salesforce development team in projects spanning across banking, NGO and retail industry
- Ownership of 12+ presentation decks for sales strategy, project discovery, sprint standups and developer best practices

Implementation Achievements
- Built out a full custom payment and receipt system in Salesforce CRM for a major healthcare implementation project to help them digitize their payment processes
- Automated and built an email survey system for NGO client to help them retain customer loyalty
- Built a custom employment management app for a retail giant to help them streamline their employment retention processes
- Designed and built dashboards and reports for executives at a major bank to help them see high level customer activities on a monthly basis

LINKEDIN

http://www.linkedin.com/in/ziyi-carrie-ma-91a169192

GITHUB

https://github.com/zcmdev

PERSONAL WEBSITE

https://zcmdev.github.io/zcmwebsite/

PERSONAL PROJECTS

Application Tracker:
https://zcmdev.github.io/applicationtracker/

Weekly Calendar:
https://zcmdev.github.io/desktopcalendar/

BUSINESS SKILLS

- Client relationships management
- Account growth strategies
- Writing user stories
- Cross-functional team collaboration
- Aligning Stakeholders
- Managing a project and product lifecycle
- Market Research Data Analysis
- People Management
- Product Development

eLeapPower (Startup Company), Toronto — *Product Manager*

November 2022 - July 2023

Business Achievements

- 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, Europe, and Asia
- Recommended strategic initiatives by extrapolating existing sales datapoints to help business prioritize client outreach
- Managed and designed all client-outreach material and successfully helped business obtain initial contact with top companies at the 2022 global Electric Vehicle show

Leadership Achievements

- Marketing team lead for company website revamp and trade show brochure project
- Aligned stakeholders at bi-weekly product reviews between technical and business to ensure designs adhered to the needs of the client
- Set vision design goals for engineering team based off weekly client feedback and presenting them monthly to executive team

LEADERSHIP & ENGINEERING EXPERIENCE

University of Toronto, Toronto — *Engineer Manager*

March 2022 – September 2022

Engineering Achievements

- Built a product roadmap for a lab equipment design to be used by undergraduate engineering students
- Managed an entire product cycle from prototyping, component sourcing, soldering to mass production of the component testing board
- Developed a product vision for renewing an outdated electrical component testing board which led to the successful design of the new board currently used by 200+ students every year at the University
- Conducted thermal analysis, conduction and switching loss calculation of electronic switches for new equipment design
- Designed hardware circuit board utilizing the Altium Designer software
- Tested and debugged prototypes using power supplies, multimeters and oscilloscope
- Wrote product requirement documents and new user guides for students, TAs and researchers

Leadership Achievements

- Direct manager for a team of 5 lab technicians
- Took initiative to facilitate a summer hardware workshop for 20+ undergraduate engineer students
- Managed and engaged stakeholder meetings with professors, TAs and current students to draft lab improvement plan

TECH SKILLS

- Salesforce CRM
- JIRA
- Figma
- HTML, CSS, JavaScript
- Visio
- MatLab
- Machine Learning Algorithm
- SQL
- Altium Designer
- C and C++ Programming
- Artificial Intelligence AI

IEEE AWARDS

IEEE Power & Energy Society J.W. Estey Scholarship Recipient 2019-2020

LANGUAGES

English - Native Language
Mandarin - Native Language

REFERENCE

References available upon request.