Ziyi (Carrie) Ma

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

CONSULTING & LEADERSHIP EXPERIENCE

Deloitte, Toronto — *Management Consultant*

January 2021 - March 2022

Business Achievements

- Wrote 100+ user stories in JIRA for engineering team in projects spanning across banking, medical and retail industry
- Created 10+ process flows in Visio to provide visual representation of current business process for client to initiate user story development
- Summarized data findings and owned 10+ presentation decks
- Presented in numerous client meetings, personally led 3 project sprint demo walk-throughs and user story gathering sessions

Leadership Achievements

- Regional Co-lead for Deloitte Toronto initiative promoting women in leadership and organized events for 50+ employees
- Lead stakeholder meetings by developing and presenting a customer prioritization algorithm to executive team in the NGO sector
- Co-lead two-week agile sprints alongside business lead for 10+ projects

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
- Helped make engineering critical trade-off decisions by ensuring hardware designs adhered to IEEE and SAE standards
- 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

- Aligned stakeholders at bi-weekly product reviews between technical and business to ensure designs adhered to the needs of the client
- Lead the marketing team to revamp company website, brochure and introductory presentation to engage new electric vehicle clientele
- Set vision design goals for engineering team based off weekly client feedback and presenting them monthly to executive team

LINKEDIN

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

BUSINESS SKILLS

- Client relationships management
- Account growth strategies
- Writing user stories
- Cross-functional team collaboration
- Aligning Stakeholders
- Leading a team
- Managing a project and product lifecycle
- Market Research Data Analysis
- People Management
- Product Development
- Microsoft Office 365
- Visio
- JIRA

TECH SKILLS

- MatLab
- SQL
- Salesforce CRM
- Altium Designer
- C and C++ Programming
- Salesforce Apex
- HTML, CSS, JavaScript Front End Programming

ENGINEERING AND RESEARCH 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

- Took initiative to facilitated a summer hardware workshop for 20+ undergraduate engineer students
- Lead a team of 5 lab technicians to support undergraduate engineering laboratory curriculum
- Managed and engaged stakeholder meetings with professors, TAs and current students to draft lab improvement plan

University of Toronto, Toronto — ***Research Associate***

Sept 2020 - Dec 2020

Engineering Achievements

- Designed a Multi-Winding Transformer
- Performed core loss and flux calculations using electromagnetism theory
- Performed circuit simulation using PLECs software to view the balancing of voltages in voltage source modules (capacitors) while switching by pulse-width modulation
- Physically built and wounded the transformer using Litz wires and bobbins
- Designed the control system using SISO tool in MATLAB with input of the transfer function of the system

Authorship

Co-Authored IEEE Paper “A High-Frequency MMC for DC-DC Applications Using a Three-Winding Transformer with DC Flux Cancellation” published in a limited-edition IEEE journal

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.