YITING CHRISTINE CAI

http://www.linkedin.com/in/ycai0901

CORE COMPETENCIES

Product Management. Maximizes organizational skills to thrive in the prioritization, strategies, funding generation in the cross-functional environment.

Strong record of leadership and collaboration. Leverages invaluable exposure to fast-paced and demanding work environments.

Cognizance of the latest trends and global innovation, *in view of obtained certification in New Media, Workforce Diversity, and Hubspot Inbound Marketing*.

Commendable work ethics. Combines a client-focused work ethic with proactive problem-solving strengths.

Solid background in teaching/coaching. Exhibits expert knowledge of curriculum development, stakeholder and client relationship management.

SKILLS

Strategy: Agile, Kanban, Scrum, backlog prioritization, Product roadmap, user journey mapping

Technology: HTML, CSS, JavaScript, Python, SQL, Firebase, Github

Software: Trello, Jira, Slack, Asana, Adobe Suite, InVsion, Figma, Sketch, Final Cut Pro

Business: Google Analytics, Google AdWords, Business Intelligence, Launch strategy, SWOT analysis, marketing plan

Design: Design Thinking, UI/UX, Mobile Design, Wireframing, Prototyping

CONTACT

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New York

EXPERIENCE

Product Manager, *HiSquare Inc.*   [New York, NY]   **2018.09-2021.07**
- Led cross-functional teams of 7 employees to revamp the existing web app and develop a pairing WeChat sub-app to optimize the user experience, including the redesign of the landing page layout, feature walkthrough, search optimization, etc.
- Conceived of and owned 10+ proof-of-concept predictive core features, which was a key driver in successfully closing a $400k fundraising round from new investors.
- Designed an OKR system to onboard new hires & increased the team efficiency by 200%.
- Developed product demos for company group conferences (100+ attendees).

Curriculum Developer, *PonyCody Inc.*   [San Francisco, CA]   **2019.09-2020.01**
- Designed and authored new coding content, including lessons, quizzes, projects, and outcome-oriented learning paths.
- Collaborated with Subject Matter Experts to design and build engaging online courses, assessments and activities in accordance with established processes and practices.
- Advocated for positive learning outcomes and user experiences.
- Researched educational techniques and philosophies, and applied them to the curricula.

Coding Instructor, *Girls Who Code/Accenture*   [New York, NY]   **2018/2019.06-09**
- Led comprehensive lectures on Computer Science fundamentals (Python, Data Science, Web Development) to 43 high school girls across 2 summer programs.
- Built key partnerships with employees at multiple tech companies (Facebook, Fjord, PC Mag, Accenture...) to organize field trips, guest speakers, workshops, and logistics.
- Monitored and reported students' progress through detailed documentation and communication with the supervisor, stakeholders, and parents.
- Taught students about Agile, Kanban and Scrum methodologies, and guided them to conduct user research and testing to ensure product usability and consistency.

Product Specialist (Legal), *Alibaba Group*   [Hangzhou, ZJ]   **2016.12-2017.05**
- Managed legal cases and documents, specializing in intellectual properties and trade disputes on Alibaba's two major E-commerce platforms, T-mall and Taobao.
- Participated in building an internal system to automate data analysis and to ensured case coordination through daily correspondence with national and regional courts.
- Helped formulate legal policy/process across the organization as it matures and grows.
- Maintained policies and disclosures platform to enable users to understand how products, services and partners may impact them.

EDUCATION

Teachers College, Columbia University   **2017.05-2018.10**
Master of Arts in Instructional Technology and Media   [New York, NY]
Design Thinking, Mobile Design, Web Development, Learning Theories, Virtual Reality, Augmented Reality, Mixed Reality.

Terry College of Business, the University of Georgia,   **2012.08-2016.05**
Bachelor of Arts in Economics   [Athens, GA]
Minors: Spanish, Studio Art, New Media Certificate
ParQr (2016): Built a parking app that brings ease for paying and finding local parking spots.
Co-President at **UGA Chinese Culture and Language Association** (2015-2016)