Shengrui Cen (Arthur)

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EDUCATION

Carnegie Mellon University (CMU) Pittsburgh, PA
Master of Integrated Innovation for Products and Services, Advanced Study | GPA: 3.89/4.00 December 2020

University of California, Berkeley (UC-Berkeley) Berkeley, CA
Bachelor of Arts in Computer Science, Bachelor of Science in Environmental Sciences | GPA: 3.14/4.00 May 2017
  • Relevant Coursework: Machine Learning, User Interface Design and Development, User Research, Integrated Product Development, Product and Brand Management, Lean Entrepreneurship, Leadership Development

SKILLS

Technologies: Javascript, HTML, CSS, Python, React.js, Node.js, C/C++, SQL, Java, Raspberry Pi, Particle IoT Devices
Professional: Product Management, UX Research, Jira, Prototyping, Agile Methodology, Product Road-mapping
Languages: English (Fluent), Mandarin Chinese (Native Speaker)

PROFESSIONAL EXPERIENCE (2.5 Years)

EnSo Consulting LLC. Pittsburgh, PA
Product Consultant Intern May 2020 – July 2020
  • Executed market research and 25 user interviews as a group; uncovered opportunities on the new market segment for client
  • Analyzed qualitative research results and identified 10 essential product feature requirements
  • Presented the 2-month market research result in team and received positive feedback from clients

Highmark Health Pittsburgh, PA
Innovation Consultant January 2020 – May 2020
  • Designed a scalable nurse training system allowing 3x team expansion and projected $30M care cost saving in 3 years
  • Managed project progress and communicated with team on work; ensured delivering high quality final report
  • Performed usability testing in a team size of 5; validated solution effectiveness; solution successfully won client's adoption

Quest AI Palo Alto, CA
Software Engineer September 2017 – August 2020
  • Spearheaded development of a Sketch Plugin for Quest AI website builder in JS in a 12-week agile development sprint
  • Built UI of Quest AI, using React.JS and facilitated product usability testing for 6 iterations
  • Implemented a creative HTML5 playable advertising campaign; secured a long-term campaign contract from client
  • Planned delivery of work; demonstrated active involvement in product development with agile practices; documented product features specification, and directed product engineering and testing; delivered the work under tight time-constraints

ACADEMIC EXPERIENCE

OmniRecycle - Advanced IoT Course Project, Pittsburgh, PA
CMU Spring 2020
  • Programmed a computer-vision based automated robotic recycling system as a proof-of concept within six weeks
  • Developed a classification model and achieved 94% accuracy on Google Cloud AutoML
  • Improved on-device classification runtime performance by 1000 times using Coral Edge TPU accelerator

VideoMark, Pittsburgh, PA
CMU Fall 2019
  • Directed qualitative analysis with 16 participants; created user stories around uncovered behavior patterns in video watching
  • Re-designed UI/UX experience for Amazon Prime Video and competed with 27 teams
  • Entered the final round of 2019 Kellogg Design Challenge Competition in Chicago as a group of 6

Connected Classroom – IoT Ecosystem Course Project, Pittsburgh, PA
CMU Fall 2019
  • Conducted stakeholder interviews; converted different stakeholder needs into four core IoT ecosystem service features
  • Created service blueprint and designed the solution prototype; proposed a 3-phased roll-out plan with client affirmation

LEADERSHIP

President, Futurist Club at CMU October 2019 - December 2020
  • Outreached design consultancies and companies; coordinated the Company Visit Event to Chicago which has 15 participants
  • Restructured club activities into online format; organized virtual futuristic dialogue session and received positive feedback