

# TIANYIN (TY) ZHANG

New York, NY | 408-609-4697 | [tianyinzhang1999@gmail.com](mailto:tianyinzhang1999@gmail.com) | [LinkedIn](#)

## EDUCATION

Cornell Tech (Cornell University), New York, NY

May 2026

*Jacobs Technion-Cornell Dual Master of Science Degrees – Connective Media Concentration* GPA: 4.17

**Relevant Coursework:** Human-Computer Interaction and Design, Business Fundamentals, Practical Applications in Machine Learning, Building Startup Systems, Psychological and Social Aspects of Technology

New York University, New York, NY

May 2023

*Bachelor of Science in Computer Science Minor in Web Programming & Applications*

**Relevant Coursework:** Agile Software Development and DevOps, Data Management and Analysis, Applied Internet Technology

## SKILLS

<b>Product Management:</b>	User Research, Market Analysis, Product Strategy, Roadmapping, A/B Testing, User Stories, Feature Prioritization, AI-Driven Analytics, Figma
<b>Technical Background:</b>	JavaScript/TypeScript, Python, SQL, ReactJS, NextJS, REST APIs
<b>Data &amp; Analytics:</b>	Numpy, Pandas, Matplotlib, Seaborn, Streamlit, Scikit-Learn

## EXPERIENCE

Anote, Software Engineer Intern, Remote, Full Time, New York, NY

May 2025 – Present

- **Led product strategy for Armor AI community platform**, orchestrating partnerships with 5+ content providers and developing an **automated content curation system** with a **multi-platform distribution strategy** across Slack, LinkedIn, and email to boost community engagement and retention.
- **Architected production safeguarding infrastructure** by developing **standardized Docker development environments** and implementing **branch protection protocols** for production deployments, ensuring code quality and preventing deployment failures across the engineering team.

Astra Innovations, Product Manager, Remote, Part-Time, Monterey, CA

April 2024 – Present

- **Led product strategy for a stealth AI startup**, conducting **competitive analysis across 6 platforms** and **defining 14 core differentiators** for a local-first knowledge management platform targeting developer onboarding friction.
- **Architected comprehensive PRD** for an AI-powered knowledge platform with node-based editing and progressive learning pathways, **establishing technical specifications** across Next.js/TypeScript stack and multiple AI model integrations.

PEV NYC, Founder, New York, NY

Oct 2021- Present

- Founded and grew NYC's leading PEV community, driving 2900% membership growth to 380+ active users through data-driven product strategy and community engagement initiatives.
- Built a full-stack community platform with **Next.js, TypeScript, Tailwind CSS, Supabase, and Sanity CMS**, using **journey mapping** and **Figma prototypes** to boost monthly engagement by 45%.
- Implemented **continuous feedback loops** and **rapid iteration cycles**, achieving an **80% member retention rate** while securing sponsorships from major industry retailers for 3-5 annual events.

## PROJECTS

Product Manager, Cornell Tech Hub

Spring 2025

- **Identified student frustrations** with fragmented course planning and siloed resources, then **built a modern web-based platform** featuring semester planning, schedule conflict detection, course reviews, and discussion forums with secure & responsive UI.
- **Architected full-stack solution** using **Next.js, TypeScript, PostgreSQL, PrismaORM, and Cloudinary**, completing end-to-end development with **perfect Google Speed Insights scores** across Performance, Accessibility, Best Practices & SEO.

Product Manager, OpenEDU,

Spring 2023

- **Led cross-functional team** through **product lifecycle** from concept to launch, achieving **95% on-time delivery** while managing stakeholder expectations and prioritizing development roadmap using user story mapping and impact vs. effort analysis.
- **Conducted 20+ user interviews** and implemented **A/B testing framework**, resulting in 35% increase in user engagement and 25% reduction in feature abandonment rate through data-driven product optimization.

Discord Gaming Community, Founder, remote, San Jose, CA

Spring 2018 - Spring 2020

- Built and scaled a 30,000-member gaming community (**500% growth**) with data-driven engagement strategies, \$0.25 monthly revenue per user, and robust guidelines/moderation, culminating in acquisition by a Canadian esports organization.