

# Cass Ma

## Product Manager

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### EDUCATION

#### Carnegie Mellon University

BS in Information Systems, BA in Film and Visual Media Studies  
Minor in Human Computer Interaction

Aug 2022 – May 2026  
Pittsburgh, PA

### EXPERIENCE

#### Public Affairs Intern – Information Security & Compliance

*Meituan*

Jul 2025 - Aug 2025  
Shanghai, China

- Coordinated with the Cyberspace Administration of China (CAC) to make regulatory requirements into actionable information security guidelines for Meituan and Dianping product teams.
- Conducted large-scale prompt testing for the safety and compliance check of Meituan's and Dianping's LLM applications.
- Monitored and resolved non-compliant user-generated content, improving platform trust and compliance with national standards.

#### Marketing Intern

*Shanghai Xiaoguo Culture Media Co., Ltd.*

Jun 2023 - Jul 2023  
Shanghai, China

- Supported the review and analysis of commercial cases of 2022, contributing to internal evaluation and strategic insights.
- Coordinated weekly departmental meetings, preparing agendas and managing logistics across teams.
- Collaborated with cross-functional teams to develop social media marketing strategies for contracted stand-up artists.

#### Lead Tutor

*PLUS Tutoring*

Sep 2023 – Present  
Pittsburgh, PA

- Tutored low- to middle-income public middle school students in math via an online platform.
- Led tutoring sessions and mentored other tutors, ensuring consistent session quality and student engagement.
- Advised the research team on platform improvements, providing user-facing insights to refine tutoring workflows and overall user experience.

### COURSE PROJECTS

#### Communications System & Event Planning Consulting - Sewickley Public Library

Spring 2026

- Led a semester-long consulting project with iterative design and testing cycles for a team of three.
- Led weekly client check-ins to refine scope, reprioritize problems, and incorporate feedback.
- Designed and delivered streamlined workflow for event planning using Monday.com with an automated newsletter production using Figma, aligned with real operational constraints.

#### AI Telehealth Chatbot – UX Research for PM Project

Fall 2025

- Conducted UX research on how chatbot tone and avatar expressions affect user satisfaction in AI telehealth.
- Designed controlled experiments and conducted data analysis identifying statistically significant effects on perceived empathy and trust.
- Generated product insights on how emotional design influences trust and user experience in healthcare contexts.

#### SettledIn – Social Matching Platform for New City Movers

Fall 2025

- Defined a product opportunity by identifying onboarding challenges for new city movers through user research.
- Translated user insights into a structured product solution, designing core features including a buddy-matching system, in-app messaging, and meetup scheduling.
- Created concept video to communicate the product vision, supporting a final investor-style pitch that secured second place in a competitive funding evaluation.

#### Roi du Pain – Online Bakery Ordering Platform

Spring 2025

- Led an agile development cycle for a web application for an online bakery built with Ruby on Rails.
- Defined product requirements, database schemas, and user stories; designed both front-end and back-end architecture using MVC principles.
- Delivered MVP through iterative testing, user feedback, and sprint-based project management on GitHub.

### ACTIVITIES

#### Chinese Stand-up Comedy Club

*Organizer/Performer*

Spring 2023 – Fall 2025  
Pittsburgh, PA

- Founded and grew a stand-up comedy community in Pittsburgh, building network of performers and audiences.
- Executed 3 large-scale shows with 100+ attendees and multiple open-mic events, coordinating logistics, promotion, and recruitment.
- Performed in both Chinese and English, enabling skills in public speaking, storytelling, and cross-cultural communication.

### SKILLS

**Programming:** Python, C, Ruby, HTML, CSS, JavaScript

**Data:** SQL, R

**Communication & UI/UX Design:** Adobe Illustrator, Adobe InDesign, Figma

**Language:** Chinese (Native), English