Nancy (Qianyi) Yang

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EDUCATION

Tufts University   **Medford, MA**
Bachelor of Science in Human Factors Psychology, Minor in Entrepreneurship   *Expected May 2026*
GPA: 3.96/4.0, Dean's List

PROFESSIONAL EXPERIENCE

SceneIt   **Medford, MA**
Founder, Product Manager, Product Designer   *Nov 2024 - Present*

- Founded and advanced design for SceneIt, a Tufts competition-winning campus events app (1st place in Fall 2024 Producthon among 30+ teams), developed as a central hub for student event discovery.
- Conducted 70+ user surveys and 15+ interviews to identify core usability needs, resulting in a 40% increase in design-task efficiency during MVP development.
- Facilitated a cross-functional team of eight (design, engineering, marketing) using Slack, Notion, and Linear to ensure on-time product delivery and cohesive brand execution.
- Developed a modular design system that accelerated development speed by 60%.
- Applied and received $2,000 in grant funding from Tufts to support pilot testing and marketing efforts.

Markit AI   **Boston, MA**
Product Design Intern   *May 2025 – Aug 2025*

- Led the end-to-end UX design of the AI Clone feature across web and mobile, improving workflow efficiency and reducing repetitive user tasks by 30%.
- Conducted competitive benchmarking of 10+ AI tools and produced strategic reports on pricing and differentiation that informed executive stakeholders' go-to-market strategy.
- Synthesized user research insights into actionable design recommendations adopted by leadership to improve usability and feature adoption.
- Delivered two 20+ page heuristic evaluation reports to guide redesign initiatives and improved user satisfaction scores.

Note Sight   **Remote**
Product Development and Marketing Intern   *Jan 2025 – Aug 2025*

- Evaluated market, SWOT, and competitor analyses to inform product positioning and strategic roadmap development.
- Designed and tested personalized onboarding flows that increased early user retention and engagement metrics.
- Collaborated with the CEO and cross-functional team to convert ambiguous requirements into a structured product roadmap aligned with business objectives.
- Executed three strategy reports integrating user research and market data that influenced the CEO's product vision.

SKILLS & CERTIFICATIONS

Human Factors & UX Research: Accessibility Design, Human-Machine Workflow Analysis, Hierarchical Task Analysis, Heuristic Evaluation, Usability Testing, Journey Mapping, Information Architecture

Product Strategy & Business Analysis: Market Research, Data Visualization, Competitive Benchmarking, Product Road mapping, Go-to-Market Strategy, SWOT & Gap Analysis

Analytical & Technical Tools: Figma, Miro, Excel, C++, Python, R, MATLAB, SolidWorks, Onshape, AutoCAD

Certifications: Inbound Marketing – HubSpot (2025), Foundations of UX Design – Google (2025)

Interests: Digital & film photography, Meditation, Travel, Ping pong, Buddhism & Daoism, Great food!