

CHERYL WU

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EDUCATION

University of California, Los Angeles

B.S. in Computer Science & B.A. Business Economics

Los Angeles, CA

Expected June 2026

- **GPA:** 3.96
- **Campus Club Leadership:** LA Blueprint—Tech for social good (External VP); UConsulting (Social Director)
- **Awards:** Regents Scholar — top 1% of UCLA students; Best AI Voice Experience at Stanford's Hackathon (2024)

PROFESSIONAL EXPERIENCE

Software Engineering Intern @ Google — *Multi-platform mobile framework*

Jun 2025 - Sep 2025

- Enhanced accessibility by enabling dynamic theming to support high-contrast modes for a multi-platform mobile framework, immediately benefiting a projected 5M+ daily active users on the Google Search iOS app
- Drove cross-team alignment by authoring and presenting a 17-page technical design analysis to 40+ engineers across Google Search and YouTube, facilitating discussions to clarify key trade-offs and reach consensus on the optimal approach
- Interviewed 5 Google Search developers to uncover 3 core use cases that directly informed the dynamic theming design
- Evaluated 6 performance metrics from initial implementation to add high contrast environment data to guide approach, ultimately selecting the simpler solution that saved 2 weeks of engineering time
- Researched and authored a proposal on improving AI tools for developers using our framework, forecasting a 15% reduction in integration time for new developers, and launching a pilot program for the top two recommended initiatives

Product Strategy Consultant (Contract) @ LinkedIn — *Professional social networking platform*

Sep 2024 - Dec 2024

- Conducted 20 user interviews and analyzed 240 survey responses to identify Gen Z pain points; proposed solutions and created UI mockups, such as "Sort by" filter and professional interest check-ins to improve content relevance of home feed
- Designed and distributed surveys, collecting 650 responses across 10+ professional fields; analyzed numerical data with 20+ Tableau visualizations and qualitative data using thematic grouping, sentiment analysis, and NotebookLLM

Product Management Intern @ Kommu — *Travel & home network mobile app*

Mar 2023 - Sep 2023

- Redesigned onboarding flow (42% retention increase), building in-app pop-ups to improve user activation and group joins
- Built an analytics dashboard with 10 data visualizations used by 80% of team members daily for real-time KPI monitoring

PROJECTS

Co-Founder, CPO @ Digtyle — *Fashion e-commerce site with personalized clothing recommendation*

Oct 2023 - Present

- Analyzed 40 user interviews and survey responses to establish product vision and initial sitemap based on user needs
- Created a roadmap delineating 24 milestones by prioritizing high-impact features and navigating internal team constraints
- Led collaboration between engineering, design, and marketing teams to achieve a 30% reduction in time to launch

Designer & Developer for Notate — *Reimagining visuals in text-based editors, see more [here](#)*

Jun 2025

- Created a minimalistic text editor optimized for visual integration, yielding a 73% user-reported improvement in note-taking experience over existing tools
- Led 20+ user interviews to develop 5 personas, prioritized the biggest painpoint, and iterated through two full ideation–prototype–testing cycles using the parallel diamond process to translate insights into product requirements

Software Developer for TheraMind — *Workflow automation for therapists*

Feb 2025

- Won AI Agent Excellence & Innovation Award (\$2.5K Prize) for client summaries using sentiment analysis implemented in Python and intuitive data visualizations in TypeScript for seamless therapy session transitions

Software Developer for DialogixAI — *Simulate oral conversation with AI for language learning*

Feb 2024

- Won best AI voice experience out of 1100 participants at Stanford's hackathon for chatbot providing personalized feedback
- Enhanced response quality by optimizing pre-prompts through prompt engineering and helped with integration of LLM

ADDITIONAL INFORMATION

Skills: Software Development, Agile, Data Analytics, User Research, Artificial Intelligence, Problem-Solving, Communication

Languages/Libraries: Python, C++, HTML/CSS, JavaScript, Pandas, React, MongoDB, Firebase Auth, Git

Tools: Figma, Jira, Github, Amplitude, Tableau, Microsoft Office (Excel, PowerPoint), Mailchimp, Adobe Photoshop

Hobbies & Interests: Origami, Running, Bollywood dancing, John Green's Books, *Parasite*, Crocheting, Snowboarding, Flute