Jasmine Shi

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EDUCATION

Carnegie Mellon University   Dec. 2026
B.S. in Information Systems, Additional Major in Human-Computer Interaction
GPA: 3.78 | Courses: User-Centered Research & Evaluation · Service Design · Digital Service Innovation · Database Design · Design of AI Products
Awards: Dean's List (Fall 2023, Fall 2024, Spring 2025, Fall 2025)

PRODUCT STRATEGY

CollabC: Cleveland Clinical Collaboration Incubator Framework
- Led ecosystem-level discovery across 15+ stakeholders spanning University Hospitals, Cleveland Clinic, MetroHealth, VA, CWRU, CIA, and institutional research centers to diagnose structural barriers to clinician-engineer collaboration.
- Synthesized 10+ cross-disciplinary interviews into 4 systemic insights, formalized via ecosystem mapping and impact/feasibility modeling.
- Defined a lightweight institutional framework and phased roadmap to enable early-stage collaboration within healthcare constraints.
- Served as primary client liaison to UH leadership, aligning scope and reframing clinicians as strategic clients rather than project drivers.

SelfCraft: AI-Supported Personal Growth Platform
- Led 0-to-1 product discovery as solo product lead, framing the core behavioral problem, defining target user segments, and developing an identity-based engagement hypothesis to differentiate an AI-driven reflection and habit-building platform.
- Conducted 20+ usability sessions, translating behavioral insights into PRD-level flows, system architecture, and a tightly scoped MVP backlog.
- Analyzed competitive landscape and identified high feature redundancy across existing tools, prompting a strategic pre-engineering pivot.
- Prevented resource misallocation by validating market saturation before committing engineering investment.

CodingHero: AI Project Studio for Kids
- Defined an AI-assisted coding project studio for kids, applied PESTLE & JTBD to frame the opportunity and MVP across 4 stakeholder groups.
- Led product strategy for an AI coding studio, narrowing maker-space concepts into a validated MVP based on parent willingness-to-pay insight.
- Led rapid prototyping with the team to validate desirability, feasibility, and strategic fit of AI features through user feedback and risk tradeoffs.
- Owned product strategy decisions, secured $800K in simulated funding and endorsement of the proposed roadmap in an investor-style panel.

RoBook: AI-Assisted Wheelchair-Mounted Robotic Retrieval System
- Defined an assistive product strategy to reduce dependence and expand independent book access by 100%+ across half of shelf inventory.
- Led on-site research, feasibility modeling, and scenario planning to translate accessibility needs into a clear end-to-end systematic workflow.
- Validated technical feasibility using Fusion 360 modeling, defining scope boundaries, constraints, and build tradeoffs prior to implementation.

Pro Alma: Con Alma Music Archive Service (Cassette + Spotify Extension)
- Identified a weekday-engagement growth opportunity and core JTBD for a jazz bar through in-field research and stakeholder interviews.
- Incorporated owner feedback on labor cost and copyright risk to eliminate 94% unscalable concepts and aligned with operational constraints.
- Delivered a scalable hybrid service model to extend the brand beyond the venue and drive retention, leading to post-course concept adoption.

Automated Clinical Data Pipeline for Relapse Monitoring
- Defined an MVP automation strategy to replace a manual Excel-based workflow with a reliable end-to-end pipeline for clinician reporting.
- Translated stakeholder needs into scoped functional requirements, prioritizing reliability and minimal disruption to existing clinical workflows.

PRODUCT SYSTEMS

AI CS-Learning Chatbot
- Led a comparative evaluation of RAG chatbots and teachable agents to quantify effects on student motivation and learning outcomes.
- Planned milestones, aligned research scope with cross-functional partners to inform roadmap decisions and support an ICIET 2026 submission.

Immense System for Public Speaking (VR/AR)
- Designed a Unity-based VR/AR interaction system with event telemetry logging to capture behavioral signals across 90+ live sessions.
- Analyzed behavioral data from 40+ participants to surface performance bottlenecks and inform prioritized UX improvements.

Accessibility, AI & Developer Experience
- Drove accessibility improvements in developer tools by evaluating 20+ user sessions to surface and prioritize usability gaps for BLV users.
- Analyzed 200+ AI-generated UI evaluations across 3 variants to drive interaction and accessibility decisions for 2 inclusive workspace projects.

SKILLS

Product: Product discovery | PRDs & user stories | Prioritization | Road mapping | Agile/Scrum | Stakeholder management | Success metrics & experimentation | MVP definition | Requirements definition | Cross-functional communication
Data/Analysis: SQL | BigQuery | PostgreSQL | Event/telemetry instrumentation | Data-driven decision making
Engineering: REST APIs | Microservices | OOP/OOD | Data structures & algorithms | Unit testing | Git
Languages: Python | TypeScript/JavaScript | Java | React | Node.js | Ruby / Rails | C# | HTML/CSS
Tools: Jira | Trello | Notion | Figma | Miro | Firebase | Microsoft Office | Google Sheets