Cynthia Cheng

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EXPERIENCE

Sync Software Inc./heymate!™ Rewards Inc., Vancouver, BC — *Project Manager*

October 2022 - January 2026

- Managed scope and timeline for an average of 10 projects concurrently.
- Organized stakeholder meetings and created meeting agendas across the development, design, and marketing departments.
- Scheduled and attended meetings on behalf of the CEO; reviewed meeting notes with the CEO.
- Drafted and submitted service contracts which include the scope of work, contingencies, deliverables, and budget breakdowns.
- Oversaw projects at a high level, by prioritizing workflow, and implementing processes to prevent issues and maintain a positive team environment.
- Negotiated project details with stakeholders and managed their expectations.
- Provided data driven suggestions for product direction to stakeholders.
- Held project kick-off and update meetings with stakeholders, as well as project delivery and wrap-up meetings.
- Utilized Jira Software management for tracking product development progress, product version releases, and KPIs for the development team.
- Estimated project timelines, allocated resources, and delegated tasks accordingly to maximize efficiency throughout the project.
- Coached the agile design and development teams on the Scrum framework; a self-organizing method of management to achieve a common goal, which include Scrum Events such as, Sprint Planning, the Sprint, Daily Scrum, Sprint Review, and Sprint Retrospective.
- Ran Daily Scrum meetings for a team of approx. 12 people, including the development and design teams, and Product Manager.

SKILLS

- **Agile & Waterfall Project Management** – 3 years
- **Scrum Master** – 3 years
- **Team Management** – 3 years
- **UX/UI Design** – 1 year
- **Web Design** – 1 year
- **Customer service** – 5 years

TOOLS

- **Jira Software**
- **Monday.com**
- **HubSpot**
- **Trello**
- **Figma**
- **Canva**
- **Google Workspace**
- **MS Office**
- **Adobe Creative Suite** (Illustrator, Photoshop, Premiere Pro, Acrobat)

CERTIFICATES

Certified Scrum Master
Scrum Alliance®

Wiebe Industrial Services Inc., Abbotsford, BC — *Web Designer*

March 2021 - May 2022

- Conducted competitive analysis research on various businesses within client industries to develop product strategies that provide a competitive edge.
- Communicated designs, project timelines, and progress updates with stakeholders.
- Self-managed up to 5 projects at a time; negotiated project approaches.
- Produced style guides and branding assets such as logos, typography, imagery, business cards, and letterheads.
- Designed and built wireframes and mockups for website projects.
- Created websites using WordPress for heavy equipment and digital marketing companies.
- Designed social media posts for clients on Instagram, Facebook, LinkedIn, and X (formerly Twitter).

Digitally Savvy Inc., Toronto, ON (remote) — *Content Writer, Internship*

June 2020 - September 2020

- Composed SEO-focused articles for various topics.
- Conducted research on a variety of article topics.
- Targeted keyword usage within the articles.

Saje Natural Wellness, Toronto, ON — *Sales Floor Associate*

October 2018 - July 2019

- Exceeded daily sales goals regularly.
- Promoted from seasonal worker to full-time employee due to exceptional sales averages and customer relationship building skills.
- Assisted customers with product selection and purchases.
- Strategized product arrangement to increase sales.
- Strategically approached sales to maximize KPIs.
- Operated the cash register to process cash and contactless transactions.
- Built a natural connection with new shoppers to increase trust and the prospect of them becoming regulars.
- Tracked, received, and stocked inventory shipments to the store.

EDUCATION

British Columbia Institute of Technology, Burnaby, BC — *Diploma*

September 2019 - May 2021

Digital Design and Development

University of British Columbia, Vancouver, BC — *Bachelor's Degree*

September 2012 - May 2017

Kinesiology, Interdisciplinary Studies

École Cariboo Hill Secondary, Burnaby, BC — *High School Diploma*

September 2007 - June 2012

LANGUAGES

Mandarin – intermediate

French – beginner