

# MATTHEW C. WONG

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## RELEVANT EXPERIENCE

### ASTRODOC (B2C AI Healthcare Pre-Seed Startup)

Ithaca, NY

*Product Management Intern*

January 2025 - June 2025

- Co-owned feature scoping, PRD delivery, and execution of 6 core features, including onboarding, payments, and appointment booking, alongside the CEO and CTO; launched MVP across web and mobile in 8 weeks with 1,000+ sign-ups in the first month.
- Conducted user research for AI health assistant and VR symptoms checker, conducting 20+ patient interviews, drafting LLM prompts, and fine-tuning outputs with engineering; boosted early engagement by 40% and reduced average triage time by 30%.

### PEPPER (B2B SaaS Series B startup that raised \$50M+ from Greylock, ICONIQ, & Index Ventures)

New York, NY

*Product Management Intern*

May 2024 - August 2024

- Identified key friction points in merchant onboarding through customer interviews, GTM feedback, and behavioral funnel data; prioritized and launched 5 features to expand into the \$300B convenience store space, and grew c-store merchants from 1 to 6.
- Drove the vision and delivery of a real-time analytics dashboard with the CTO by synthesizing pain points and refining solutions and KPIs with design and eng; enabled merchants to track order patterns and inventory, adding \$100K in new ARR.
- Created a role-based access framework based on recurring user complaints via support logs and NPS feedback; redefined access logic with the backend team and shipped a permissions model, reducing support load by 20% and improving CSAT by 15%.

### CAPITAL ONE

McLean, VA

*Product Management Intern*

May 2023 - August 2023

- Built a data-driven feature prioritization framework by analyzing request logs and stakeholder pain points; cut dev cycle time by 16% and boosted adoption 20% by aligning roadmap to high-friction use cases; pitched to and approved by org product leads.
- Coordinated A/B testing for a redesigned banking interface, recruiting 50+ pilot users and generating insights to inform UI/UX improvements; supported migration from 200+ external apps to one unified internal platform, improving usability scores by 10%.

### IBM

Remote

*Client Engineering & Technical Sales Intern*

June 2023 - August 2023

- Owned end-to-end deployment of IBM Watson AI chat solution rollouts for 3+ enterprise clients by conducting client discovery, scoping functional use cases, and validating outcomes with customer success teams; increased upsell conversion rates by 25%.
- Spearheaded 15 stakeholder interviews, synthesizing insights into 7 proof-of-concepts, addressing gaps in onboarding, customer support, and fulfillment; enabled sales and HR teams to accelerate solution validation and client alignment from 3 days to 5 hours.

### PRINCIPAL FINANCIAL GROUP

Des Moines, IA

*Software Engineering Intern*

May 2022 - August 2022

- Shipped backend and UI enhancements for the Life Admin Console using Salesforce and Apex, contributing to performance optimization and better system scalability; implemented test automation scripts to support CI/CD for 5 enterprise projects.

## EDUCATION

### CORNELL UNIVERSITY, COLLEGE OF ENGINEERING

Ithaca, NY

*B.S. in Computer & Information Science (Data Science & UX Concentrations) | Entrepreneurship Minor*

2021 - 2025

- **GPA:** 3.8 | **Major GPA:** 4.1 | Magna Cum Laude Honors
- **Relevant Coursework:** Machine Learning | Data Analytics | HCI | OO Prog. & Data Struct. | Discrete Structures | Statistics I & II

## SKILLS

- **Programming Languages:** Python | Java | JavaScript | HTML/CSS
- **Tech & Frameworks:** AWS | SQL | Figma | Pandas | NumPy | Tableau | Git | Jira | Confluence | Salesforce | Prompt Engineering
- **Interests:** Exploring Foreign Countries | Reading Biographies | Journaling & Blogging | Mastering Piano & Trombone Pieces

## ACTIVITIES & LEADERSHIP

### CORNELL APPDEV

Ithaca, NY

*President, Product Manager, Marketing & Operations*

February 2022 - December 2024

- Led 60-person team building 7 apps serving 20K+ MAUs, implementing product vision, accountability, and operational structure.
- PM for Eatery, Cornell's most popular app; launched the largest update since 2014, surpassing 10K+ MAUs & 40K+ downloads.

### BIG RED ROUTES

Ithaca, NY

*Co-founder*

September 2021 - December 2023

- Co-founded Big Red Routes, a rideshare app for Cornell students tailored towards long trips to share the cost between riders.
- Achieved 100+ users and exceeded KPIs by 50% within the first week of launch (integrated into Cornell AppDev in Sept. 2023).