

WENDY SUN

Philadelphia, PA

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EDUCATION

THE WHARTON SCHOOL, UNIVERSITY OF PENNSYLVANIA

Philadelphia, PA

Master of Business Administration Candidate; Major: Operations, Information and Decisions

2026-2028

Activities: Follies Crew Member, Run Captain for Wharton Roadrunners and Triathletes Club

SCHOOL OF ENGINEERING, UNIVERSITY OF PENNSYLVANIA

Philadelphia, PA

Bachelor of Science in Engineering; Major: Computer Science

2015-2019

Activities: Fisher Hassenfeld Residential Advisor, PEER Mentoring Chair, Oracle Senior Society

EXPERIENCE

PERSONIO

New York, NY

Senior Software Engineer

2025-2026

Munich-based HR & payroll software platform serving 16,000+ SMEs across Europe

- Owned strategy for redesigning new-user activation, replacing HR's fully manual onboarding with an in-house closed-loop LLM solution; traded perfect accuracy for speed (85%+ accuracy, zero added human touchpoints) — a critical lever given HR software's high switching costs; lifted activation 40% in 90 days
- Spearheaded discovery with Customer Success team to identify customer pain points and define scope for first iteration of "AI for Imports," an AI-powered tool that automates data migration for new customers during onboarding

HEADSPACE

New York, NY

Senior Software Engineer

2023-2025

Leading consumer mental health platform offering meditation, coaching, and therapy

- Executed CEO's 2024 vision for Headspace's first direct-to-consumer therapy product, defining scope and sequencing each iteration in close partnership with Headspace's clinical team; grew to 2.8M paying subscribers and drove \$7M in new 2025 revenue, now the company's key profit driver
- Identified provider mismatch as a top driver of user drop-off through funnel analytics and user research surveys; designed a data-driven matching service pairing users to providers by identity and expertise, driving an 8% increase in second-session scheduling
- Initiated partnership with nonprofit New York Cares; organized 40+ gift and donation campaigns for NYC youths

ETSY

New York, NY

Software Engineer

2021-2023

- Spearheaded development for key strategic Etsy initiative to require and standardize return and exchange information for 7.4M active sellers; resulted in +400K active buyers in first quarter post-launch
- Owned critical migration of 2.03M sellers from manually defined to machine-learning-calculated estimated delivery dates; reduced delivery times for buyers and drove higher satisfaction and sales conversion

JPMORGANCHASE

New York, NY

Software Engineer

2019-2021

- Led development for Asset Management to launch a streamlined portfolio management web app; improved performance from 10-minute start up time to 10 seconds, significantly enhancing portfolio managers' efficiency

ADDITIONAL INFORMATION

Skills: Expert in TypeScript, SQL, Claude Code, Retool

Interests: Distance runner, Certified mental health coach, Avid reader, Jack of all arts & crafts (sewing, pottery, embroidery, photography, graphic design, 3D modeling, watercolor, calligraphy)