

Joanne Yuan Zheng

New York, NY | joannez.com | zhyuan26@gmail.com | 267-844-9859

Professional Experience

Lineage | lineage.nyc

Founder & Product

March 2026 - Present

- Founded and led the end-to-end product lifecycle of a multi-tenant enterprise data platform, solving critical specification and knowledge-management bottlenecks across the practice.
- Led a "Build vs. Buy" strategic evaluation, executing a side-by-side live project pilot against a heavily funded external SaaS competitor; secured executive buy-in by proving superior enterprise fit and workflow integration.
- Drove Product-Led Growth (PLG) and change management across global offices, onboarding 20+ active cross-functional users (project architects, designers and spec writers) across 20+ projects.

Bjarke Ingels Group | Brooklyn, NY

Architect & BIM Lead

November 2022 - Present

- Directed project delivery and data management strategies for large-scale landmark projects
- Acted as the central point of contact for resolving architectural workflow friction, translating complex industry pain points into actionable automation experiments and technical solutions.
- Communicated overarching project delivery goals to diverse stakeholders, aligning technical feasibility with high-level design intent and business requirements.
- Coordinated cross-functional deliverables through all phases of design, from concept to documentation.

CetraRuddy Architecture | New York, NY

Architectural Designer

June 2021 – November 2022

- Managed feasibility studies, zoning compliance, and schematic design for diverse mixed-use and multi-family developments across the New York market.

Education & Continuing Learning

Harvard University (edX)

2025

CS50: Introduction to Computer Science (Completed modules in C, Python, SQL, and Web Development)

University of Pennsylvania | Philadelphia, PA

2019-2020

Master of Science in Design (Concentration in Advanced Architectural Design)

Nanchang University | Nanchang, China

2014-2019

Bachelor of Architecture (Minor in Economics)

Skills

Product Management: 0-to-1 Product Strategy, Roadmap Prioritization, Build vs. Buy Analysis, User Interviews, Cross-Functional Leadership, Change Management, Product-Led Growth (PLG).

Technical Fluency: Python, SQL, System Architecture, Web Development, Iterative Development.

Domain Expertise: AEC Tech, Building Information Modeling (BIM), Complex Enterprise Data Management.