

XUE (JESSIE) YAN

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PRODUCT MANAGER

Two years of product manager experience in recommendation systems and MS Business Analytics candidate at UCLA Anderson, driving a threefold increase in user retention and turnover. Skilled in market research, competitor analysis, product design and data-driven decision-making. Seeking new opportunities to leverage strategic expertise and drive innovation.

Product Design and Management: Agile Scrum, SDLC analysis, User-Centered Design, Prototyping, Usability Testing, Figma
Data Analysis & Visualization: Pandas, Geopandas, NumPy, Matplotlib, Plotly, Machine Learning, Tableau, PowerBI
Programming Languages: Python, SQL, R, MATLAB, HTML, CSS, WTForms, Java, C++

EDUCATION

UNIVERSITY OF CALIFORNIA, LOS ANGELES, ANDERSON SCHOOL OF MANAGEMENT Los Angeles, CA
M.S. Business Analytics (MSBA - F1 STEM OPT), Merit Scholarship recipient Expected Dec 2024

- Relevant Coursework: Statistical Analytics, SQL & Basic Data Management, Machine Learning for Decision Making

UNIVERSITY OF WASHINGTON, SEATTLE Seattle, WA
B.A. Mathematics, Minor in Data Science - GPA: 3.77 / 4.00 Aug 2021

- Publication: Research on Consumer's Attitudes toward Online and Offline Shopping (IEMID 2020)

WORK EXPERIENCE

ALIBABA GROUP Hangzhou, China
B2C Product Manager I and II, Alipay Homepage Recommendations (Full-time) Jun 2021 - Aug 2023

- Leveraged AI model integration and AI-generated feed covers for mini-programs on Alibaba's payment product "Alipay" with algorithmic team, resulting in a 20% increase in click-through-rate (CTR) and enhanced user engagement
- Formulated rule-based recommendation strategy through analyzing relationships between user purchasing behavior and segmentation, resulting in 15% increase in conversion rate for mini-programs and 20% increase in revenue growth
- Designed search-enhancing product features through providing users with relevant search terms after recommendations, resulting in a 3% CTR uplift, a 5% increase in daily active users (DAU), and reduced customer acquisition costs (CAC)
- Optimized page layouts and stylistic elements based on user feedback gathered from UX and customer service groups through usability testing and user interviews, boosting user acquisition by 20% and user bounce rate by 16%

BYTEDANCE (parent company of tiktok) Beijing, China
B2B Product Manager, Machine Learning Platform (Internship) Jan 2021 - Apr 2021

- Conducted market research and competitive analysis to enhance internal development platform's interaction and usage process to build user-centric designs with UX/UI designers, upgraded platform's usability, and increased user satisfaction by 10%
- Analyzed data from over 5000 user questionnaires, interviewed over 15% of monthly active users, and published user guide to simplify user usage, resulting in 30% raised utilization rate and 20% decreased churn rate for machine learning platform
- Designed 10+ product prototypes to create a new starting process utilizing Figma, optimized new users flow from ten to three steps, and tripled initially designed platform's efficiency, resulting in increased user adoption and retention rate

ANALYTIC PROJECT EXPERIENCE

Rugby Match Prediction Web App (Python, HTML, CSS) Jul 2021 - Aug 2021

- Preprocessed data using pandas from 100K rows of data in the SQLite database and built Convolutional Neural Network models using Keras on rugby match statistics and modified hyperparameters resulting in 89% test accuracy
- Launched web applications through Flask with HTML, CSS, and WTForms library and deployed prediction app to web interface with Docker and Heroku

Analysis of Consumer's Preferences towards Online and Offline Shopping (Excel, Python) Aug 2020 - Oct 2020

- Employed Pandas and NumPy to clean datasets of 400K entries and utilized Excel to generate multidimensional histograms. Developed Logistic Regression model to identify influential variables affecting consumer preferences
- Executed Scikit-learn to develop Decision Tree models predicting consumer spending behavior, achieving 78% test accuracy on 100,000 test data, and produced an analysis report including recommendations for shopping malls to attract more consumers

ENTREPRENEURSHIP

Co-founder & Product Manager of Social App Yemoo Jan 2020 - Sep 2020

- Directed in-depth analysis of social market and created a solid core function foundation for the App
- Designed product functions and framework of minimum viable product (MVP) version, collaborated with technical development and UI teams to improve dating functions, launched app Yemoo, and tested version with 500 beta users