NAJIA PAN

(650)-627-6561 | najiap03@g.ucla.edu | Los Angeles, CA90017 |

TECHNICAL PRODUCT MANAGEMENT | MVP | GTM | ROADMAP | AI | ML | IOT | DEEP LEARNING | B2B | B2C |

https://www.linkedin.com/in/najiapan/ | https://github.com/NajiaP/ |https://najiap03.wixsite.com/product-portfolio

SUMMARY

Data-Driven Technical Product Management professional with 3 years of experience in developing MVPs, managing product roadmaps, and creating GTM strategies. **Managed 20+ products throughout my career, including B2B technology products that increased ROI by 15% and B2B SMB products that led to 22% revenue growth.** Seeking a Product Manager role where I can bring my skills in developing MVP and managing product roadmap with a focus on AI specialization with a data-driven method to support your strategic goals.

CORE SKILLS

Product Management Skills: PRD, Product Roadmap, Product Metrics (KPIs), Product Strategy, Design Thinking, Agile Methodology, A/B testing, System Design, Experimental Design, User Research & Testing, User Journey Funnel, Lean, Kanban
Data Analysis & Visualization: SQL, R, Python (NumPy, Pandas, Scikit-learn), Tableau, Excel, Microsoft Power BI
Product Management Tools: JIRA, Trello, Figma, Miro, Notion, Smartsheet, Confluence, Slack, DevOps
Cloud Computing: Amazon Web Service (AWS), Google Cloud Platform (GCP)
AI: Machine Learning, Deep Learning, Computer Vision, NLP, Gen AI, RAG
Certification: PM Accelerator, AI Product Management Specialization, Real-World Product Management, Quantum Physics in Machine Learning, Cloud Architecture, SQL, API & Web Services, Software Architecture

WORK EXPERIENCE

Cisco Systems, Inc   Los Angeles, CA
An American multinational digital communications technology conglomerate corporation
Technical Product Manager   *Sep 2021 - Present*

Achievements
- Increased ROI 15% by launching 10+ technology and SMB products, utilizing data-driven insights for strategic decision-making of **defining the scope of implementing new features** for key products
- Boosted client acquisition and retention rates by 17% through **product analysis** and construction of **Business Intelligence Dashboards** based on collected product requirements, ensuring alignment from both internal and external stakeholders
- Optimized customer journey pain points through A/B testing on style guide (brand identity, user interface, content) by **collaborating with the UX/UI designers**, enhanced sales 22%

Responsibilities
- Managed 10+ B2B products, including a technology product impacts 200+ key accounts and a SMB product generates 10% of total revenue
- Created **Product GTM Strategy** for technology and SMB products by collaborating with cross-functional team to conduct market research, specify **value proposition**, orchestrated launch plan, generating $250K revenue
- **Iterated MVPs** and wrote **product requirements** of technology and SMB products to support executive leadership and stakeholders in decision-making
- Developed **Agile product roadmap** (including key features, scopes, KPIs, metrics, timelines) for 10+ technology and SMB products detailing stages of development, testing, and market release for new product categories ensure market launch success
- **Conducted voice-of-customer interviews** with 150+ customers (consumers, and businesses) of 10+ different technology products, shaping **product development** and marketing strategies based on valuable insights
- **Collaborated cross-functionally** with different teams such as engineering & data science to develop dimensional models using ER (entity-relationship) diagrams and system design flowcharts to define **product roadmap**
- Leveraged **SQL** for product and cohort analysis, examining key metrics including revenue growth rate and cost reduction rate to develop actionable insights reasoned GTM strategies decision-making, enhanced customer engagement
- Coordinated the **project management on Jira** to deliver software products with aligned messaging across all channels

UCLA Undergraduate Research   Los Angeles, CA
Product Management Researcher   *June 2023 - December 2023*
- Conceived an **MVP** education program using **Smartsheet and MailChimp** with cross-functional teams to foster interdisciplinary collaboration of Humanities, Arts, and Social Science (HASS) mentors with STEM
- Wrote **user stories**, **acceptance criteria**, and **prioritized requirements** based on user research results, usability testing, and web analytics to define **product features** (i.e. Event Calendar, user profile, communication channel, feedback system), accelerated product launch
- **Conducted user research** from surveys, marketing assets (social media channels, emails), **and customer interviews** with rewarded mentors and students, analyzed results to identify user segment and key messages throughout channels such as motivators and pain points
- Defined **product metrics** (i.e. Mentor Engagement Rate, Overall Satisfaction, etc.), goals, KPIs, and **roadmap** to evaluate the performance, using data-driven insights leveraged from Excel and Tableau to refine and improve program effectiveness

HP Tech Ventures   Los Angeles, CA
Business Analyst Intern   *August 2022 - October 2022*
- Proposed a **product feature** for streamlining startup portfolio evaluation system to prioritize requirements and gauge viability of 200 startups by integrating machine learning predictions and Tableau dashboards
- Defined **KPIs** and **product metrics** (i.e. Customer acquisition cost, Total addressable market, Revenue growth rate, etc.) to assess and score startups by utilizing online startup databases and platforms (Crunchbase, AngelList)
- Analyzed the 30,000 + startup datasets using Excel, and leveraged linear regression modeling with **prioritized product features** to identify most correlated features impacting startup success, attained model accuracy of 87%

EDUCATION

University of California, Los Angeles (UCLA)   Los Angeles, CA
Bachelor of Science, Statistics and Data Science | GPA-3.61   *September 2023*
- Honors: College Honors
- Relevant Courses: *Probabilistic Decision Making, Data Mining, Machine learning, Monte Carlo Methods*