

EMILY HAN

Product Manager | Full Stack Developer | Founder | G2M | MVP | Product Roadmap | User Stories | Customer Insights | Product Strategy | Community Building | Customer Experience | AI | Computer Vision | OKRs | Agile

+15103669907 | emily.han@wustl.edu | <https://www.linkedin.com/in/emilyh0212>

SUMMARY

Innovative Product Manager and Founder with expertise in defining product vision and strategy through customer insights and competitive market analysis. Skilled in cross-functional collaboration with design, engineering, and marketing teams to drive product roadmaps and optimize features for in-product growth. **Led the product development of a B2C AI powered eCommerce platform, while coding 40% of the platform's core functionality.**

EDUCATION

Washington University in St. Louis, Bachelor of Science in Business Administration Expected Graduation: **May 2026**
Major: Finance, Computer Science GPA: 3.82

- Dean's List: All Semesters, Managerial Statistics TA
- **Relevant Courses:** Investments, Data Structure & Algorithm, OOP in C++, Statistics I&II, Rapid Prototype

PROFESSIONAL EXPERIENCE

Qutute (AI Second-hand exchange platform for exchanging personal garments and defining style) **St. Louis, MO, USA**
Founder and Product Manager March 2024 -Present

Product Portfolio Link: <https://emilyhan0212.wixsite.com/website>

- Managed the Go-to-Market strategy and product roadmap that launched the beta version on WashU's campus, achieving 243 downloads in the first week and a 14% retention rate, securing \$6,500 in non-dilutable funding for further feature prioritization and development.
- Defined and executed product strategy for an AI-powered eCommerce platform, leveraging customer insights and competitive market analysis to prioritize features, optimize the user experience, and drive in-product organic growth.
- Collaborate cross-functionally with a team of three engineers to manage an agile product roadmap, iterating on features to improve accessibility and usability based on user feedback, delivering three key features on time.
- Developed and refined 7 user stories for buyers, sellers, and Gen Z demographics by conducting 50+ Voice of Customer interviews to incorporate actionable customer insights.
- Prioritized requirements and coded core platform functionality, focusing on exchange functionality and integrating the shipping API and payments using JavaScript (React) to enhance feature usability and customer satisfaction.

Mastercard Inc. **Shanghai, China**
Consultant Intern June 2023- August 2023

- **Tracked key metrics** and derived strategic insights, which improved conversion rates and influenced data-driven decision-making for ongoing product improvements, leading to campaign optimization that increased conversion rates by 20% and expanded reach to over 50M monthly active users through continuous A/B testing and bid adjustments.
- Conducted quantitative and qualitative market analyses on campaign effectiveness to identify growth opportunities and enhance customer engagement, leading to reduced media spend by 30%.

PROJECTS & OUTSIDE EXPERIENCE

Real Time Web Application **St. Louis, MO, USA**

Developed a multi-room chat server enabling users to create and manage custom chat rooms, including features like password-protected rooms for enhanced usability and security.

- Technology Used: Node JS, JavaScript, HTML, CSS, PHP

WashU Financial Analysis Club **St. Louis, MO, USA**
Co-Founder August 2022 – Present

- Founded and led a 50-member club, securing partnerships with four universities and organizing five networking events featuring eight industry professionals in finance, fostering cross-university collaboration and industry connections.

SKILLS & INTERESTS

Skills: HTML, CSS, C/C++, Python, JavaScript, Java, React, Tableau, PHP, SQL, Node JS, Figma, Agile System

Interests: Badminton (6-times US National Champion), Content Creation (20k followers), Golf (High-School Varsity Captain)