

Qinyun (Devina) Fan

Product Management | MVP | G2M | Roadmap | SaaS | B2B | B2C | Lean Six Sigma Black Belt
Illinois, U.S. • devinafqv@outlook.com • 919-6382814 • Portfolio: <https://www.devina-fan-portfolio.com/>

SUMMARY

A Strategic Product Manager with 3 years of experience in Go-to-Market Strategies, addressing customer pain points and launching B2C/B2B products. My journey includes co-founding an ed-tech startup and scaling its market valuation by 240% during Covid. I'm now leading 3 primary workstreams for the Illinois DCFS statewide project, transitioning a 30-year legacy system to a \$400M+ valued SaaS product. At Unilever, I spearheaded product marketing initiatives that increased sales by over 50%. I'm now seeking a Product related position where I bring my G2M and B2C product launch to support your strategic goal.

EDUCATION

Duke University, Fuqua School of Business

Master of Management Studies in Foundation of Business and Quantitative Method (STEM), 3.65/4.00

Durham, U.S.A

July 2022 - May 2023

- Equivalent to First Year DUKE MBA; **Courses:** Supply Chain Analysis, Financial Analysis, Strategy Analysis, Decision and Modeling

Emerson College

Bachelor of Science in Marketing Communication, 3.98/4.00

Boston, U.S.A

Sept 2018 - May 2021

- **Honors:** Summa Cum Laude, 2020 Gold Key Honor Society (top 1%), Dean's List for six semesters (Graduated in 3 years)

PROFESSIONAL EXPERIENCE

Illuminative Strategies, Product/Process Optimization Engineer, Consultant I, Springfield, IL 07/2023-05/2024

Achievements

- Led process redesigns and product implementations for 3 workstreams on Illinois DCFS project to transition a 30-year-old legacy system to a B2B SaaS product, which led to a 70% uptick in operational efficiency and reduced client's manual effort by 95% for current release.
- Promoted within 9 months from Associate Consultant to Consultant I, becoming the fastest promotion in company history, for helping secure the largest change request on the project.

Responsibilities

- Designed the wireframe for the **minimum viable product (MVP)** with **Figma**, addressing 300+ process and system pain points.
- Wrote **user stories** for the B2B SaaS product and oversaw **Scaled-Agile** product cycles in **Jira**.
- Collected **voice of customers (VOC)** by conducting 40+ process mapping sessions to **prioritize product requirements** and co-established backlogs to improve feature adoptions.
- Defined and monitored key **KPIs** like process lead time, cycle time, WIP, leveraging lean six sigma methodologies and data visualization tools like Tableau, to analyze performance metrics and institute data-driven decision-making.
- Led a team of 3 and collaborated cross functionally with a team of 38 across Scrum Leads, Engineers, BAs, and multiple vendor parties to streamline the user experience.

MECAMP, Product Strategy, Startup Co-Founder, 2/2020-3/2022

Achievements

- Co-founded a business-focused educational institution and increased market valuation by 240% within two years.
- Transformed a traditional institution into a hybrid online platform during Covid from ideation to launch, setting goals, prioritizing features, creating product roadmap and running scrum development. Three months after launch, student enrollment increased over 200%, achieved 92% MAU, and sign-ups were growing at 16% monthly.
- Increased revenue by 150% through the introduction of subscription-based online courses and virtual workshops, while sustaining offline course enrollments.

Responsibilities

- Established **product roadmap** to transition 20+ business courses from in-person to online formats, utilizing **LMS** such as Moodle.
- Conducted 60+ user interviews and surveys to gather **VOC**, iterating course contents and driving continuous product enhancements using **Agile** methodologies and project management tools like **Jira**.
- Built end-to-end analytics system, starting with the definition of hypotheses and metrics, to hands-on implementation of SQL database, and reporting scripts (Python) to measure product success.
- Managed a **cross-functional** team of 18 professionals, including developers, UX/UI designers, and marketing specialists, to deliver high-quality educational content and **develop go-to-market strategies (GTM)**.

Unilever Product Marketing, Brand Building Marketing Intern, Shanghai, China 11/2021-3/2022

Achievements

- Led end-to-end process from ideation to marketing deployment for Clear's B2C e-commerce product relaunch for Clear during 618 Shopping Festival, leading over 50% sales growth compared to the previous year.
- Launched an **MVP** test for Lifebuoy's B2C e-commerce product by initiating social seedings on Little Red Book (China's Instagram), which resulted in a 29.8% increase in engagement and a 12% average click-through rate within 5 months, and develop 420+ social postings that led to 3 viral articles amassing 2M+ views through data-driven strategies and influencer collaboration.

Responsibilities

- Developed **GTM** for Clear/Lifebuoy's B2C personal wash retail products by focusing on online to offline conversion (O2O) and key digital touchpoints, such as display booth designs, e-commerce strategies, and points of sale materials to maximize product visibility and sales.
- Captured **VOC** through targeted promotions to iterate Clear's product designs, prioritize needs and align product messaging to enhance ROI.
- Led a team of 14 on product relaunch shooting and retouching for Clear's Y22 creative productions, producing 12 KVs and one 15s-TVC within a tight 2-week deadline. Achieved 16.7% savings on budget through negotiation and vendor management.

Research Square Company, Product Market Researcher, Part-time Consultant, Durham, NC 10/2022-3/2023

Achievements

- Leveraged findings from 35 in-depth **VOC** interviews to fine-tune **GTM** and designed 4 buyer journeys for both B2C and B2B segments, instrumental in achieving a 33% growth in memberships within 6 months.

Responsibilities

- Charted **product roadmap** for B2C AI-powered scientific writing assistant product and delivered 2 presentations for C-Cuite, pinpointing product-market fit and market variations.
- Undertook in-depth market research for the product by estimating market size using **SQL** and assessing competitive landscape.
- Collaborated closely with a team of 8 across product and marketing teams, facilitating actionable insights from research finding to influence product development.

VOLUNTEER and LEADERSHIP

Shanghai Animal Rescue Centre

Board Member

Shanghai, China/Remote

May, 2015 – Current

- Served as Foster Caregiver for 7 years; Served as Flight Volunteers for 4 years.
- Incubated and operated an online influencer account on Chinese TikTok through video editing, content creation, live streaming, and e-commerce in 2020, gaining 3M+ viewers in 2 months; the account now values \$35k+, with 450k+ followers.

SKILLS and INTERESTS

- **Product Management Skills:** Product Roadmap, G2M, MIS, B2C, B2B, G2M, VOC Research, SaaS, KPI, User Stories, Buyer Persona, Customer Interviews, Product Demo, Communication Skills, Project Management
- **Technical Skills:** Figma, Modeling Software (MS Excel, SQL, R Studio), Video Editing (Final Cut Pro), SAP, Visio, A/B Testing, MS PowerPoint, Jira, Wix, Python
- **Certification:** Lean Six Sigma Black Belt
- **Languages:** Mandarin (Native), English (Professional), French (Beginner)
- **Interests:** Vlogger, Film /Theatre Appreciation, Poker, Dog Training