

EMILY HAN

Product Manager | Full Stack Developer | Founder | G2M | MVP | Product Roadmap | Customer-Centric Design | Cloud Computing | Product Strategy | Data Structures | Customer Experience | AI/ML | Computer Vision | E2E | Agile

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SUMMARY

Product Manager with expertise in next-generation solutions and experience defining customer-centric roadmaps and executing feature rollouts. Skilled in stakeholder alignment, data-driven insights, and balancing business needs to deliver high-impact, innovative solutions. **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>

- Led the Go-to-Market strategy and end-to-end product roadmap for the beta launch on WashU's campus, achieving 243 downloads in the first week with a 14% retention rate. Secured \$6,500 in non-dilutable funding to enhance feature prioritization and user experience improvements based on customer insights.
- Defined and executed product strategy for an AI-powered eCommerce platform, leveraging customer feedback and market analysis to prioritize features, drive growth, and streamline user workflows for improved efficiency.
- Collaborated cross-functionally with a team of three engineers to manage an agile product backlog and roadmap, iterating on features to enhance accessibility and usability.
- Developed and refined 7 user stories for targeted demographics, conducting over 50 Voice of Customer interviews to gather actionable insights and support data-driven decision-making for product improvements.
- Prioritized requirements and developed core functionality, focusing on exchange functionality and seamless integration of shipping APIs using JavaScript (React) to boost feature usability and optimize customer satisfaction.

Mastercard Inc.

Shanghai, China

Consultant Intern

June 2023- August 2023

- Conducted data-driven analysis and tracked key performance metrics for strategic insights, leading to a 20% increase in conversion rates and expanded reach to over 50M monthly active users through optimized A/B testing..
- Performed quantitative and qualitative market analysis to assess campaign effectiveness, identifying growth opportunities and enhancing customer engagement. Optimized campaign strategy, reducing media spend by 30% while improving customer reach and engagement.

PROJECTS & OUTSIDE EXPERIENCE

Real Time Web Application

St. Louis, MO, USA

Developed a multi-room chat server emphasizing user experience and problem-solving by implementing custom security features, fostering collaboration across development and design teams to meet evolving user needs.

- Technology Used: Node JS, JavaScript, HTML, CSS, PHP, Socket.IO

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, PHP, SQL, Node JS, Figma, Agile, CRM and CPQ Systems, Tableau

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