EMILY HAN

Technical Product Manager | Full Stack Developer | Founder | G2M | MVP | Product Roadmap | User Stories | VoC | Prioritize Requirements | Relationship Management | AI | Computer Vision

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SUMMARY

Entrepreneurial Technical Product Manager and Founder with a background in Full-Stack software development and strong skills in end-to-end product development, building productive client relationships and collaborating cross-functionally to develop innovative solutions. **Led the end-to-end 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**: Corporate Finance, Data Structure & Algorithm, Rapid Prototyping, OOP in C++, Statistics I&II

PROFESSIONAL EXPERIENCE

Quture (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: https://emilyhan0212.wixsite.com/website
- Managed the **Go-to-Market strategy** that launched the beta version on WashU's campus, achieving 243 downloads in the first week, with a 14% retention rate, which secured $6500 non dilutable funding.
- Led the development of the B2C AI powered eCommerce Product **MVP** using computer vision to recognize clothing images, and algorithm to personalize recommendations
- Managed an **agile product roadmap** through **cross-functional leadership** of a team of 3, resulting in on-time delivery of 3 key features and 10% reduction in development costs.
- **Wrote 7 user stories** for buyers, sellers and Gen Z demographic by conducting 50+ **Voice of Customer Interviews**
- **Prioritize requirements** to develop the exchange functionality, coding over 40% of the platform's core functionality and focusing on computer vision and the shipping API and payments using JavaScript (React).

Mastercard Inc.   **Shanghai, China**
Consultant Intern   June 2023- August 2023
- Utilized **customer pain points** and trends for banks, focusing on user demographics, ad formats, and channel performance, 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.
- Performed **market analysis** on 6 peer banks on acquisition strategies, identified key cost drivers including the introduction of Member-Get-Member programs and live streaming initiatives, leading to reduced media spend by 30%.

PROJECTS & OUTSIDE EXPERIENCE

Real Time Web Application Project   **St. Louis, MO, USA**
Developed a real-time multi-room chat server using Node.js and Socket.IO, allowing users to sign in with nicknames, create and join chat rooms, including password-protected private rooms. Implemented user management features, enabling room creators to kick and ban users, and integrated both public and private messaging within chat rooms.
- Technologies used: Node JS, Socket.IO, HTML, CSS, PHP

WashU Financial Analysis Club   **St. Louis, MO, USA**
Co-Founder   August 2022 – Present
- Founded a 50 person club that secured partnerships with 4 universities and organized 5 networking events with 8 industry professionals in finance.

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)