

# Francesca Wu

Product Manager | MVP | G2M | Roadmap | Customer Interview | User Stories | LLM | AI | ML | IoT | B2B | B2C | Java | C++  
yuanzhi@umich.edu | +1 (336) 9953412 | <https://www.linkedin.com/in/yuanzhi-wu2033/>

Data-Driven Product Manager with expertise in customer-centricity, product roadmap management, and GTM strategy execution.

**Led end-to-end B2C AI Edtech Product, boosting paid user growth by 20% and user acquisition by 40% and led the Go-to-Market Strategy for a B2C Gamified AI Mental Health Tech Product that resulted in 700+ beta users in 5 days.**

## EDUCATION

University of Michigan – Ann Arbor, Dean's List: All Semesters

Expected May 2026

Major: Computer Science & Psychology Minor: Business Administration (Ross Business School)

GPA: 3.97/4.0

Coursework: Machine Learning, Artificial Intelligence, Integrated Product Development, UX design, Organizational psychology

## PROFESSIONAL EXPERIENCE

LePal. ai

San Francisco, CA

Growth Product Manager // Product Marketing Intern

Aug 2024 – Present

- Developed LePal.ai, a mental health AI companion app product that drove **product awareness** by 20%.
- Conducted 60+ **user research & usability tests**, to identify **pain points** & iterate **MVP**, resulting in an increase in CSAT by 34%.
- Executed **GTM strategy** to increase user engagement by collaborating with 20+ NGOs, resulting in +700 beta users in 5 days.
- Constructed A/B testing and launched a Love Coach Game, resulting in a 60% increase in user engagement and 80% CSAT.

AskSia. ai

Dover, DE

AI Product Manager Intern

Jan 2024 – July 2024

- Led end-to-end B2C AI EdTech product, including **MVP development & roadmap** management, achieving +40% user acquisition.
- Launched AskSia 2.0, improving AI model accuracy by 30% and driving 20% paid user growth through **prioritized requirements**.
- Drove 0-1 **go-to-market product strategy** & saw 1.2M visitors within the first 2 months, leading to a +25% user conversion rate.
- Managed a **cross-functional team** to design a point-based system, resulting in +30% in user engagement & +20% in SEO.
- Conducted A/B testing and 20 **VOC interviews** to optimize the landing page, driving a +20% in the free trial conversion rate.

Ernst & Young (EY)

Shanghai

Strategy Intern, Strategy and Transaction

July 2023 – Aug 2023

- Owned an M&A **roadmap** strategy for Morgan Stanley and a private hospital, assessing financial due diligence for each of the stakeholders and which increased the precision of cash flow valuation & cost analysis estimates by 15%.
- Analyzed 50+ industry reports for market research, resulting in a 100-page strategy report of acquisition strategy to the clients

## PROJECTS

012 Emotional Companion | San Francisco, CA

May 2023 – Present

Head of Product // Founder

- Developed and launched an emotional therapy AI app product, gaining 10,000+ initial users in 3 days with 80% CSAT.
- Constructed UI/UX design and conducted **40+ voice-of-customer interviews** and A/B testing to deliver **MVP**.
- Developed product KPI** and launched a divination feature, resulting in improvement of 75% user retention.

The Wakers | Winston Salem, NC

Product Owner

- Developed a class and professor rating platform with social functions for WFU's Chinese students, used by 98% of Chinese students.
- Led **agile development** with 2 engineers to develop **MVP**, created **product vision, requirements** and business model in 2 months.
- Drove **product roadmap** and **user stories**, leading to 85% increase in user retention rate by launching an interaction board feature.

## LEADERSHIP & ACHIEVEMENTS

LightUp NGO | Shanghai

July 2019 – Present

Founder

- Negotiated with governments to organize large-scale donations in 5+ cities, resulting in +20K books donated to children in need.
- Raised 0.2M funds and built 4 libraries for kindergartens & primary schools, benefiting over 500 children in impoverished areas.
- Featured in local media and invited for personal interviews by two news outlets; recognized by the government as a top NGO.

Asia Consortium For Economic Development | Ann Arbor, USA

January 2024 – Present

Vice President of Marketing

- Provided strategy consulting for 4+ businesses by conducting **user analysis, market research, competitor analysis, user interviews, and data analysis**.
- Designed ESG strategy for MDining and successfully Implemented the use of biodegradable gloves covering 80% of the campus.

## Skills

**Product Management Skills:** Develop MVP, prioritize requirements, write user stories, conduct VOC/customer interviews, define KPIs, manage roadmap, GTM strategy, cross-functional collaboration, agile development, Confluence, stakeholder engagement, PRD.

**Technical Skills:** Python, SQL, Java, C++, Azure, Excel, Gamification, A/B Testing, Jira

**Design Skills:** Figma, PowerPoint, Adobe PS, Final Cut Pro **Language:** Chinese and English (Working Proficiency for both)