

# EMILY HAN

**Product Manager | Full Stack Developer | Founder | G2M | MVP | Product Roadmap | UserExperience | Customer Insights | Product Strategy | Community Building | Customer Experience | AI | Computer Vision | E2E | Agile**

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## SUMMARY

Technical Product Manager with experience in E2E product management and delivering enterprise-scale technology solutions. Skilled in CRM systems, cross-functional collaboration, and driving data-driven insights to enhance user experience and business outcomes. **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

**Qutur** (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 end-to-end product roadmap that launched the beta version on WashU's campus, achieving 243 downloads in the first week with a 14% retention rate, which secured \$6,500 in non-dilutable funding to support further feature prioritization and user experience enhancements.
- Defined and executed the product strategy for an AI-powered eCommerce platform, leveraging customer insights and competitive market analysis to prioritize features, drive in-product growth, and improve day-to-day user efficiency.
- Collaborated cross-functionally with three engineers to manage an agile product backlog and roadmap, iterating on features to improve accessibility and usability based on user feedback and delivering three key features on time.
- Developed and refined 7 user stories for buyers, sellers, and Gen Z demographics by conducting over 50 Voice of Customer interviews to capture actionable customer insights and drive data-driven decision-making.
- Prioritized requirements and coded core functionality of the app, focusing on exchange functionality and integrating shipping APIs using JavaScript (React) to enhance feature usability and improve 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 focused on enhancing user experience and security through custom features, while improving application efficiency and technical scalability.

- 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, 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)