

# Francesca Wu

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## 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**  
Relevant Coursework: Introduction to Machine Learning, Introduction to Artificial Intelligence, Integrated product development, tech enabled business innovation, Data structure and algorithm, UX design: from concept to prototype, Organizational psychology

## PROFESSIONAL EXPERIENCE

**LePal. ai** **San Francisco, CA**  
**Growth Product Manager & Product Marketing Intern** Aug 2024 – Present

- LePal.ai, a mental health AI companion app, where I worked with engineering, and design to drive **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

- AskSia.ai is an educational AI study tool, where I own the emerging products on the platform to increase **user acquisition by 40%**.
- Launched SuperAskSia 2.0, increasing original **AI model accuracy by 30%** and driving a **20% increase in paid user growth**.
- 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 user interviews to optimize the landing page, driving a **20% increase** in the free trial conversion rate.

**Ernst & Young (EY)** **Shanghai**  
**Strategy Intern, Strategy and Transaction** July 2023– Aug 2023

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

## PROJECTS

**012 Emotional Companion** | San Francisco, CA May 2023– Present  
Founder

- Developed and launched an emotional therapy AI app, 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.
- Launched a Journal Feedback System & divination feature, resulting in **improvement of 75% user retention**.

**The Wakers** | Winston Salem, NC  

- 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 **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**.

## Achievements:

- Publication on Social Economic International Conference (ICHESS)
- International Linguistics Olympiad (IOL) Second award;

## SKILLS

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

**Product Skills:** Product Management, Confluence, Stakeholder Engagement, Product Requirement Doc (PRD), Product Roadmap

**Design Skills:** Figma, PowerPoint, Adobe PS, Final Cut Pro

**Language:** Chinese and English (Working Proficiency for both)