

EMILY HAN

Technical Product Manager | Full Stack Developer | Founder | User-centric Designs | AI/ML-driven product development | MVP | Product Roadmap | User Stories | Client Services | Change Management | Computer Vision

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SUMMARY

Entrepreneurial Technical Product Manager and Founder with a background in Full-Stack software development, passionate about creating immersive digital experiences that drive direct user impact. Skilled in end-to-end product development, collaborating cross-functionally to bring innovative solutions to life, and aligning product vision with user needs. **Led the development of a B2C AI powered eCommerce platform, while coding the platform's 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

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: <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.
- Drove the product roadmap for an AI-powered eCommerce platform, engaging stakeholders with data-backed presentations to boost user adoption, and collaborating with teams to communicate product updates and improvements via internal memos, FAQs, and external client-facing discussions through careful product documentation.
- Established a change management framework that aligned product updates with client needs and ensured seamless feature adoption, 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

- Used data-driven decision-making to optimize campaigns, resulting in a 20% increase in conversions and gaining valuable strategic insights for client engagement. Conducted root cause analysis to swiftly validate hypotheses and inform solution 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, to enhance user interaction and created a user-centric experience by implementing user management and private messaging.

- 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++, Python, JavaScript, Java, React, Tableau, PHP, SQL, Node JS, Figma, Agile System, User Research

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