

Edward Fu

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SUMMARY

Customer-focused product manager with 2 years of experience launching MVPs and SaaS products in the Agile environment. Skilled in conducting in-depth user research to build empathy and strong relationships with customers. Possesses a unique blend of cross-functional knowledge in business, engineering, UI/UX, and marketing to collaborate effectively with diverse teams.

EDUCATION

University of Southern California

Master of Science; Major in Integrated Design, Business and Technology; 4.0 GPA

Los Angeles, CA

August 2023

University of California Irvine

Bachelor of Science; Major in Informatics, specialization in Human-Computer Interaction; 3.8 GPA

Irvine, CA

June 2019

EXPERIENCE

Amazon

New York, NY

User Researcher Intern, Amazon Connect Team

June 2022 - September 2022

- Conducted user research on the Amazon Connect dashboard page, a SaaS cloud customer contact center product, to identify critical pain points and usability issues
- Created user journey workflows by utilizing various methods, including conducting competitive analysis of 9 similar products and interviewing 7 solution architects
- Developed a report on findings that were presented in front of 20+ potential users, and stakeholders

Internet Brands

El Segundo, CA

Associate Product Manager, Optimization

January 2021 - December 2021

- Launched a SaaS product on a website with over 55MM annual users, creating new market segments for the company and projecting a substantial year-over-year revenue increase of \$80M
- Generated insights through 150+ usability testings (interviews, user testing, surveys, and A/B testing), heatmaps, and competitive analysis, leading to more than 10 product redesign and improvement initiatives
- Created and established product use cases, product requirements, and wireframes using a range of tools such as Jira, Confluence, Sketch, and Marvel, ensuring the timely and efficient execution of the project

Product Manager Intern

January 2020 - December 2020

- Directed UX research and product decision-making process for the redesign of a review form on a website with over 17MM annual users, achieving a 20% increase in conversion rate, 40% decrease in error rate, and 35% reduction in bounce rate
- Successfully launched an in-house MVP software solution on schedule, replacing an outdated system that was no longer supported and ensuring seamless continuity of business operations
- Authored the product requirements document (PRD) for the MVP, presented the software to more than 50 stakeholders, and secured stakeholder buy-in and approval for continued development

SKILLS

- Tools:
 - Figma, Miro, Sketch, Jira, Confluence, Hotjar, Google Analytics, UserTesting.com
- Programming:
 - HTML, CSS, JavaScript, Python

ADDITIONAL INFORMATION

- Awards:
 - 2019 Circle of Excellence Award
 - NACAS 2020 Innovative Achievement Award
 - California Team Excellence Award
- Languages:
 - Mandarin Chinese (native)