

SERENE CHAN

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experience



Product Management Lead Builder AI

December 2022 – Present

- Led cross-functional teams of 70+ to deliver complex technical projects on time & within budget, utilizing Jira and Notion to manage roadmaps, PRDs, tickets, & track progress effectively.
- Delivered products from ideation to launch in verticals such as EdTech, AI Analytics, & cloud communications across EMEA, US, & Africa, leading to \$3M increase in MRR within 12 months.
- Worked with stakeholders to plan requirements, set priority, estimate timelines, & track delivery.



Product Director Wing AI

October 2021 – December 2022

- Led a team of 30 to scale products and partnerships, contributing to a 150% increase in valuation.
- Scoped product requirements and delivered key features that boosted demo requests by 25%.
- Enhanced product development visibility across the organization by implementing progress dashboards & automating ~100,000 tasks across the company, cutting time-to-market by 33%.



Product Lead PwC

August 2021 - October 2021

- Managed cross-functional coordination and delivery for a HK\$5B Government FinTech initiative.
- Worked with Fortune 500 executives to deliver time-saving & cost-cutting processes & programs.



Product Management Lecturer UCL

April 2022 – April 2024

- Partnered with Intel, IBM, Google & more to guide 150+ projects, delivering Master's lectures on Product & People Management, Emerging Technologies, Business Research, Analytics & Strategy.



Product Lead Delta Asia Financial Group

September 2019 – August 2021

- Launched a mobile banking platform, generating over \$3M ARR across 2 platforms in 15 months.
- Drove process improvements and streamlined workflows with automation & Agile methodologies.

education



University College London (UCL)

B.A.Sc. in Management & Computer Science, First Class Honors

Recipient of Startup Awards from Credit Suisse, Goldman Sachs, Twilio, GoSkills, Kano, Luno

skills

Research: UserTesting, Qualtrics, SurveyMonkey, MixPanel, SQL, Tableau, PowerBI, Pendo, Segment, Looker
Programming: HTML, CSS, JavaScript, PHP, Python, Java, GitHub, VS Code, XCode, BrowserStack
Tools: Jira, Notion, Asana, Trello, Figma, InVision, Webflow, Bubble, Softr, Retool, ClickUp, Zapier, Airtable
Languages: English, Mandarin Chinese, Cantonese