Serene | AI Product Leader

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experience

VP Product & Engineering
GradeGenie
July 2023 – Present

- Increased operational efficiency by 30% through the launch of AI features & progress dashboards.
- Transitioned from advisor to interim VP, driving 200% MoM growth & automating 100,000+ tasks.

Product Management Lecturer
UCL
March 2022 – Sep 2024

- Guided and mentored 200+ real-world projects in partnership with Intel, IBM, Google, and others.
- Developed & delivered Master's-level course materials, incorporating real-world product expertise.

Product Management Lead
Builder AI
December 2022 – May 2024

- Led 70+ cross-functional experts to deliver apps from 0 to 1, boosting MRR with a 100% CSAT.
- Developed tools, processes, training, and OKRs. Owned product roadmaps, PRDs, and backlogs.
- Managed B2B partnerships with clients like PwC and Raffles, overseeing roadmaps and progress.
- Expanded the sales pipeline by $5M through AI feature launches for clients like L&G and Miro.

Product Director
Wing AI
October 2021 – December 2022

- Led a team of 40+, scaling products and partnerships, contributing to a 150% valuation growth.
- Boosted demo requests by 25% through launching key AI features and data-driven landing pages.
- Contributed to $20M+ ARR by expanding the team to 50 and hiring Technical and Product Leads.

Product Lead
PwC
August 2021 - October 2021

- Managed a HK$5B FinTech platform involving government, Fortune 500 firms, and 7 million users.

Product Lead
Delta Asia Financial Group
July 2019 – July 2021

- Launched a mobile banking platform, generating $10M+ ARR across two platforms in 15 months.

Product Manager
Founder Pilot
December 2012 - June 2019

- Led teams to develop competitive intel, and launch apps and eCommerce sites for 40K+ users.

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
Development: HTML, CSS, JavaScript, PHP, Python, Java, Postman, BrowserStack, Zapier, Make, Airtable, Crew AI
Tools: Jira, Linear, Asana, ClickUp, Trello, Figma, InVision, Webflow, Bubble, Softr, Notion, Coda, Ollama
Languages: English, Mandarin Chinese, Cantonese
Web3: Ethereum, dApp development, Chain integration, Wallet integration, Smart Contracts, DeFi protocols