

# 冯奕涵

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## 教育背景

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| 上海交通大学   文创学院   传播学硕士 (新闻传播学-文化创意产业管理方向)                                   | 2023.09~2026.03 |
| • 主修课程: 公司财务, 数字软件与设计, 社会科学研究方法统计 (R 语言), 管理学概论, 商务沟通等                     | 上海              |
| 南加州大学   马歇尔商学院   管理学/市场营销硕士  | 2024.08~2025.05 |
| • 主修课程 (GPA 3.9/4): 消费者洞察与分析, 产品经理的 UX 设计实践, 市场营销指标与商业决策, 市场营销战略, 谈判与交易策略等 | 洛杉矶             |
| 南京大学   外国语学院   文学学士 (英语语言文学)   | 2019.09~2023.06 |
| • 主修课程 (GPA 4.55/5): 广告文案写作, 视觉传达设计, 中英互译, 基础口译, 二外日语等                     | 江苏 南京           |

## 实习经历

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|---|-----------------|
| 莉莉丝游戏 (上海莉莉丝计算机技术有限公司)  | 上海              |
| 产品实习   发行运营中台-网页产品部门  | 2024.03~2024.05 |
| • 网页产品: 主导 5+ 拉新裂变网页产品项目, 从需求分析到上线全流程管理。需求前期与营销侧对齐营销需求, 产出需求文档 (包括流程图、产品原型), 理解营销侧后续活动效果评估需求, 拟定数据埋点, 同时与前后端研发技术对齐, 进行项目可行性评估, 梳理各合作方需提供的接口支持, 确保网页功能实现; 需求中期跟进设计、后端开发和前端制作流程; 需求后期协助测试团队完成功能测试与产品验收, 确保产品功能、页面显示与需求一致, 项目交付成功率 100%。 |                 |
| • 跨部门协作: 作为核心协调者, 与营销、设计、研发、QA 等多部门紧密合作, 确保需求准确传达与高效执行, 推动项目按时交付。   |                 |
| • 项目管理: 负责网页项目的排期管理、资源分配及风险控制: 组织需求评审、预沟通等关键会议, 确保信息同步与各方协作顺畅; 优化资源管理, 明确内外部制作管线及人力分配, 提升团队效率; 建立风险预警机制, 提前识别并解决潜在问题, 确保项目按时交付率提升 30%。  |                 |
| •   |                 |
| 小红书 (行吟科技有限公司)  | 上海              |
| 产品运营实习   交易场域部门   | 2023.01~2023.04 |
| • 活动运营支持: 策划并执行两周一次的官方笔记发布邀请活动, 独立设计活动主题、页面及文稿, 提出“春装 look 准备就绪”等创意主题, 活动博主渗透率达 20%, 笔记产出率达 2%, 有效提升品牌曝光与用户参与度。   |                 |
| • 用户运营: 与近百位头部带货主播一对一建联, 通过对比博主历史数据及同垂类博主成功案例, 提供针对性笔记优化建议, 实现精细化运营, 推动商品详情页点击量 (PV) 至购买转化 (GMV) 提升 13%。  |                 |
| • 产品优化: 深度访谈 10+ 位时尚垂类头部博主, 收集其对“点击购买商品”功能的使用反馈, 联合产品与开发团队优化功能体验。   |                 |
| • 数据分析: 使用 Excel 函数及 SQL 工具, 从曝光量、转评赞、GMV 转化等维度对热门笔记进行数据分析, 得出“品牌主理人笔记”及“单品集合类笔记”转化率较高的结论, 并发现创作形态稳定的作者流量更稳定, 为后续内容策略提供数据支持。  |                 |

## 项目经历

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|--|-----------------|
| Gamerhood 游戏应用 UX 研究与设计 (USC 产品经理 UX 设计实践课程项目)   | 2024.08~2024.12 |
| • 项目背景: 受全美领先保险公司 State Farm 委托, 设计 Gamerhood 游戏化应用, 提升品牌在 Gen Z 群体的用户心智。  |                 |
| • 市场调研: 发放 200+ 问卷并进行 20+ 用户深度访谈, 深度挖掘美国 Gen Z 用户对游戏类 App 的需求, 为设计提供数据支持。  |                 |
| • 低保真线框图: 基于调研结果, 优化站点地图与用户旅程架构, 重点设计用户首次注册流程、游戏界面与社交分享工具, 创新融入抽卡、换装、每日奖励等游戏化功能, 总计设计 30+ 页面。  |                 |
| • 高保真视觉设计与原型制作: 使用 Figma 开发赛博朋克风格高保真交互原型, 通过点击式原型优化用户体验, 最终获得客户高度认可。   |                 |
| 多邻国产品订阅意向提升策略研究 (USC 消费者洞察与分析课程项目)   | 2024.8~2024.12  |
| • 定性研究: 通过焦点小组访谈与二次研究, 深入挖掘 Gen Z 用户对社交功能的潜在需求, 提出全新产品定位方案, 增强社交功能以提升订阅意向。   |                 |
| • 定量研究: 设计并实施 A/B (A/B/C) 测试, 将用户随机分配至三种品牌定位方案 (原版、半社交、全社交), 运用 ANOVA 方差分析、Logistic 回归和多元线性回归, 识别学习动机、APP 使用时长、用户年龄等关键变量对订阅意愿的影响, 为产品优化提供数据支持。 |                 |
| • 关键结论与策略建议: 发现 Gen Z 与长期用户对社交功能接受度更高, 但全社交定位可能削弱整体订阅意愿; 建议对 Gen Z 用户强调社交元素, 对其他用户保持学习工具核心价值, 以优化转化率。  |                 |

## 技能/其它

计算机能力: 熟练使用 Adobe Photoshop; Adobe Illustrator; Adobe Premiere; Figma; Excel; PPT; Word; Tableau; SPSS

语言能力: 母语汉语, 熟练掌握英语 (雅思: 7.5; 专四专八优秀), 日语 (N1)

兴趣爱好: 旅游 (在美留学期间踏遍美国 12+ 城市, 足迹遍布全美; 暑期旅居日本期间游历关西关东 8+ 城市), 自驾

# Feng Yihan (Leanne)

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## EDUCATION

- University of Southern California | Major in Management & Marketing, Master of Art | 2024.08-2025.05 (Expected)** **Los Angeles**
- **Courses:** Consumer Insights and Analysis, UX Design and Practice, Marketing Metrics for Business Decision, Negotiation and Making Deals
- Shanghai Jiaotong University | Major in Creative Culture Management, Master of Art | 2023.09-2026.03 (Expected)** **Shanghai**
- **Courses:** Visual Design, Corporate Finance and Accounting, Business Statistics (R), Management Essentials, Business Communication
- Nanjing University | Major in English, Bachelor of Art | 2019.09~2023.06** **Nanjing**
- **Courses** (GPA 4.55/5, Top10%) : Visual Communication Design, English-Chinese Translation, Basic Interpreting, Japanese

## INTERSHIPS

- Lilith Games | Product Intern | User Acquisition & Web Product Department** **2024.03-2024.05**
- **Web Product Management:** Led 5+ web marketing campaign projects focused on user acquisition and growth for the game, responsible for requirements analysis, PRD writing (flowcharts, product prototypes), data tracking design, and technical feasibility assessments. Coordinated front-end and back-end development resources to ensure feature implementation and page display met requirements, while also assisting with testing teams to ensure product delivery quality.
  - **Cross-Department Collaboration:** Worked closely with marketing, design, development, and testing teams to ensure accurate communication of requirements and efficient execution, driving projects to timely delivery.
  - **Project Management:** Managed project scheduling and milestones, organized requirement reviews and pre-meetings, synchronized project information, and coordinated resources. Implemented risk management strategies, including risk warnings and tracking, ensuring smooth project progression.
- RedNote | Product Operation Intern | Department of Transaction** **2023.01-2023.04**
- **Marketing Campaigns:** Led the planning of bi-weekly official blog invitations to increase blogger engagement. Designed event themes, page layouts, and scripts. Achieved a 20% read rate and a 2% blog posting rate.
  - **User Research:** Connected with over 100 top bloggers and used data analysis to provide actionable advice for improving their blog performance. Increased conversion of product page views (PV) to final purchases (GMV) by 13%.
  - **Product Improvement:** Conducted interviews with leading fashion bloggers to gather feedback on the 'click to buy' functionality. Collaborated with the product manager and developers to implement necessary optimizations.
  - **Data Analysis:** Used Excel and SQL tools to analyze data, including exposure, comments, likes, and GMV conversion rates of the blogs. It has been observed that the conversion rates were higher for blog posts written by fashion brand owners and for blog posts featuring a specific fashion piece.

## PROJECT EXPERIENCES

- Gamerhood App UX Research and Design (USC Product Manager UX Design Practice Course Project)** **2024.08-2024.12**
- **Project Background:** Commissioned by State Farm, a leading insurance company in the U.S., to design the *Gamerhood* gaming app to enhance brand awareness among Gen Z users.
  - **Market Research:** Distributed over 200 surveys and conducted more than 20 in-depth user interviews to explore the needs of U.S. Gen Z users for gaming apps, providing data-driven support for the UX design.
  - **Low-Fidelity Wireframes:** Based on research results, optimized the site map and user journey map, focusing on the design of the user registration flow, game interfaces, and social sharing tools. Innovatively incorporated gamification features such as card drawing, avatar customization, and daily rewards, designing over 30 pages.
  - **High-Fidelity Prototyping:** Developed a high-fidelity interactive prototype in a cyberpunk style using Figma, optimizing the user experience through clickable prototypes, ultimately receiving high praise from the client.
- Duolingo Product Subscription Optimization Research (USC Consumer Insights and Analysis Course Project)** **2024.08-2024.12**
- **Qualitative Research:** Conducted focus group interviews and secondary research to uncover the latent demand for social features among Gen Z users, proposing a new product positioning strategy to enhance social features and increase subscription intent.
  - **Quantitative Research:** Designed A/B tests, randomly assigning users to three different brand positioning schemes (original, semi-social, and fully social), and used ANOVA and Logistic Regression to identify the impact of key variables such as learning motivation and usage duration on subscription intent.
  - **Key Findings:** Found that Gen Z and long-term users had a higher acceptance of social features, but a fully social positioning might reduce overall subscription intent. Recommended emphasizing social elements for Gen Z users, while maintaining the core value of learning tools for other users to optimize conversion rates.

## SKILLS AND INTERESTS

**Computer Skills:** Mastered Adobe Photoshop; Adobe Illustrator; Adobe Premiere; Figma; Excel; PPT; Word; Tableau; SPSS

**Language:** Chinese (mother tongue); English (IELTS: 7.5, Test for English Majors-Band 8: Excellent); Japanese (N1)

**Interests:** Travel & Road trip (During my time studying in the U.S., I visited over 12 cities across the country. I also traveled to more than 8 cities in the Kansai and Kanto regions of Japan during my summer stay there)