

Lan Liu

GRAD STUDENT AT CMU SILICON VALLEY · PRODUCT & PROJECT MANAGER

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Looking for Product Management Internship for summer 2018

Summary

Team Player | Problem Solver | Go-getter | Self-starter | Software Innovator

Current Carnegie Mellon University Graduate student in Software Management program. 2 years experience specializing in activities throughout software development lifecycle. Self-driven and believe teamwork can bring better productivity.

An enthusiast for crafting intuitive, engaging and innovative products. Professional history includes engaging in the cooperation with software development and engineering teams, strategically defining product vision and roadmap and quantitatively improving user experience (UX). Love creative, big and wild ideas. Interested in devising a better problem-solving method for challenging tasks, and learning new technologies and tools if the need arises.

Education

Carnegie Mellon University Silicon Valley (Integrated Innovation Institute)

Mountain view, CA

M.S. IN SOFTWARE MANAGEMENT

Sep. 2017 - Exp. Dec. 2018

- Curriculum Includes: Product Definition and Validation | Software Engineering Management | Architecture and Programming Principles | Foundation of Software Management | Human-computer Interaction | Data Analytics | Process and Project Management | Software Product Strategy | Exponential Innovation | The Business of Software

Beijing Institute of Technology

Beijing, China

B.Sc. IN ECONOMICS

Sep. 2010 - July. 2012

Experience

Uxue Inc. (Start-up Company)

Beijing, China

PRODUCT MANAGER

Jan. 2017 - Aug. 2017

- Performed market research and competitive analysis to identify the direction for current products.
- Identified potential partners in the niche market, strategically evaluated new market opportunities leveraging Uxue's competitive position, technological strengths, and internal and external data to provide new product program recommendations and scope.
- Worked with a cross-functional engineering team to analyze implementation methods and develop the release plan within a 1-year roadmap.
- Defined key product metrics and used Web Analytics tool to iterate features
- Designed a prep & practice exam system that simulates the official ETIC exam and another system for more than 6,000 teachers to manage their students' exam performance and track learning status.

NetEase Youdao (Have a 600 million user pool)

Guangzhou, China

PROJECT MANAGER

July. 2014 - Aug. 2016

- Led a team of 6 to engage in an ongoing online course product & services development with a third-party teacher team from scratch.
- Identified key players in the market, analyzed market potential and understood Youdao's SWOT to define a vision and strategy that can maximize the company's success probability.
- Captured requirements and ideas from users and other stakeholders to create test plan to validate and iterate the strategy.
- Conducted iteration planning with risk management to define the project scope considering time, budget and competitor growth.
- Defined success metrics to monitor and quantify new iterations.
- Acquired new users through marketing strategies which tripled user volume within one year; developed operations strategy to increase retention rate by 18%.
- Collaborated with the engineering, design, marketing and partner teams to define the overall roadmap with implementation plans, prioritize epics, and run regular meetings.
- Used human-centered design to turn ideas into user-friendly experiences including flows, wireframes, prototypes and high-fidelity mock-ups.

NetEase Youdao

Beijing, China

OPERATIONS & MARKETING INTERN

Apr. 2014 - July. 2014

- Designed contents of learning materials with various digital formats on Youdao dictionary's cloud library.
- Synthesized direct and indirect customer feedback and data to iterate the content quality.
- Learned to use A/B testing to validate ideas and assumptions.
- Proposed new feature ideas to product management team through qualitative and quantitative analysis
- Attended daily stand-ups to share insights, progress & results with the team.

Skills

Programming	Python JAVA HTML CSS JavaScript (jQuery, json, Ajax) Node.js 区块链
Product Management	Requirement Management Project Monitoring Product Design Business Strategy Risk Management
Human-centered Design	User Research Interactive Prototyping Usability Testing Heuristic Evaluation Workflow and Wireframing
Research	Market Research Competitive Analysis Web Analytics Contextual Analysis

Projects

AI Chatbot - CMU Software Engineering Management Course Project

Mountain View

ANDROID DEVELOPER & SCRUM MASTER

Sep. 2017 - Dec. 2017

- Gained experience in AI field and improved Android development skills
- Built an AI chatbot that allows users to chat with Harry Potter characters using natural language processing technology through wit.ai.
- Designed and Implemented the UI interface, which supports both 1-on-1 chat and group chat.
- Implemented the bot message handler, which handles user's input and bot engine, which sends the processed input to a python interpreter.
- Designed keywords and intents in Facebook Wit.ai to train data
- Drew interactive prototypes using Framer.js and inVision; resolved design disagreement using user testing
- Used GQM framework to define success metrics for MVP product and achieved target in 75% of time in dogfood

Maruko Go - CMU Architecture and Programming Principles Course Project

Mountain View

FULL STACK WEB DEVELOPER

Sep. 2017 - Dec. 2017

- Gained expertise in Managing RESTful API and Web development.
- Built a habit tracker that allows users to manage events, calendars, to-do lists, new thoughts, daily eating habit in the Web Application.
- Implemented RESTful API. The front end communicates with backend server through Ajax provided by JQuery.
- Coded front-end web pages in HTML, CSS and Node.js, back-end in Java and database in MongoDB as the persistent storage.
- Implemented filter and sort functionalities which enables the management of user records
- Security and data protection are enforced by strict access control policies.

Wallie - CMU Software Product Strategy Course Project

Mountain View

FOUNDER & PRODUCT MANAGER

Sep. 2017 - PRESENT

- Gained Expertise in how to make sure the product is in the right direction throughout the entire product development lifecycle.
- Wallie is a location-based credit card offer recommendation system.
- Assessed needs of an unfamiliar user group using contextual inquiries, personas, scenarios and usability testing to define and validate the product vision.
- Conducted Market Analysis and Competitive Analysis to explore the opportunities and identify risks for the product.
- Identified the scope of the product and determined the key success metrics for evaluation.
- Created user stories, workflows, wireframes and mockups for the MVP product.
- Estimated engineering costs as a foundation to develop product roadmap and release plan within 2 years.
- Developed a complete go-to-market plan.

Course Management Information System

Guangzhou, China

FULL STACK

Oct. 2014 - May. 2015

- Developed a course management information system for more than 20 colleagues.
- Designed and implemented responsive front-end web pages with satisfactory compatibility.
- Implemented authentication and authorization for different types of users.
- Maintained parts of the back-end server which is written in Java; learned jQuery and Ajax; added new features and fixed bugs.
- Evaluated and supported user needs through fast iteration with testing. Maintained and developed documentation to provide guidance for users.