

## Shasha Huang

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### WORK EXPERIENCE

#### HSBC

Guangzhou, China

##### Product Manager

Aug 2021 – May 2024

- Reduced operational costs by 50% through implementing and launching account-resetting features and digitalizing branch services, reducing call volume and streamlining workflows.
- Increased journey success rates by 30% through analyzing data, generated insights, pitched to senior executives, and delivering enhancements with better user experience for identity verification features.
- Migrated 2 million users to a new platform, raised user base by 15% through launching 10+ features including sign-up, sign-in, fraud detection, face recognition, and OCR to secure customers.
- Led product management for Hong Kong, UK, Singapore markets by defining vision, roadmap, OKRs, priorities, collaborating with global and local teams to ensure compliance and maximize business value.
- Trained junior members, improved efficiency of workflows by 30%~50% for 2 cross-functional teams and 3 projects through stakeholders management and process optimization with Agile methodologies.

#### NetEase Games (Beijing Shi Kong Li Fang Limited)

Guangzhou, China

One of China's largest gaming and music streaming companies, with 20,000+ employees worldwide. Developed and published *Harry Potter: Magic Awakened*, and more, partnering with Warner Bros. and Mojang (Microsoft).

##### Program Manager

Mar 2021 – Jun 2021

- Managed 80+ weekly releases of collaboration and enterprise products including messaging tool, Kanban and Canteen Self-Ordering system for 20,000+ internal users by coordinating with cross-functional teams.
- Decreased Scope Change Rate and Release Delay Rate by 5%~10% across 10+ platforms through data monitoring, retrospectively reporting, and project process optimization.

#### HSBC (Guangzhou Hua Qin Limited)

Guangzhou, China

##### Product Manager & Project Management Office

Sep 2018 – Mar 2021

- Cut management and operation resource cost by 80% through designing, implementing and launching innovative office automation products such as Funding Management System and Talent Development System from zero-to-one with an internal startup team.
- Lower project over burn rate by 5% through monitoring and analyzing 1000+ financial data points and optimizing resource allocation for 380+ employees.

### ENTREPRENEURIAL EXPERIENCE

#### Starswtrip (Yu Wo Men Tong Xing Limited)

Guangzhou, China

##### Founder, Product Manager

Nov 2017 – Sep 2018

- Supported the development of young people by providing volunteering and study tour programs in schools, NGO, communities and companies across 20+ countries including Kenya, Nepal, Thailand, and Iceland.
- Secured angel investment of 120K and was selected by the College Entrepreneurship Incubation Base.
- Expanded social media presence to 5,000+ followers and attracted 200+ members within 2 months by creating engaging content including videos and organizing 10+ marketing events.

### EDUCATION

#### University of Washington – Michael G. Foster School of Business

Seattle, WA, USA

Master of Science in Information Systems

In Progress, Expected Graduation: Jun 2025

MoonshotAI (A Startups Evaluator and Accelerator), 1<sup>st</sup> place of AI Project Demo Day, Improved Accuracy by 20% through prompt engineering and data experiments of LLMs and reasoning models.

#### South China Agricultural University - College of Mathematics and Informatics

Guangzhou, China

Bachelor of Management, Information Management and Information Systems

2018

Head of the Secretariat Department, Student Technology Innovation and Entrepreneurship Center

#### Providence University – College of Computing and Informatics

Taiwan

Exchange student, Information Management

2016

Director & Editor, Non-profit Documentary on Education in Underprivileged Areas

### SKILLS AND CERTIFICATIONS

PMP, SAFe POPM (Scaled Agile); Machine Learning, Java, SQL, Python; Looker, Photoshop, Adobe Premiere