Shan Jiang

CONTACT INFO

Recommendation PM in Shopee Singapore.

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EDUCATION

Columbia University in the City of New york
Master in Biostatistics, GPA: 3.8/4.0

New York City, USA
Aug. 2018 - May 2020

Johns Hopkins University
Exchange student in Economics

Baltimore, USA
Aug. - Dec. 2016

Central University of Finance and Economics
LL.B in Sociology (Economic Sociology), GPA: 3.9/4.0

Beijing, China
Sep. 2014 - Jun. 2018

WORKING
EXPERIENCE

Shopee Search & Recommendation Team
Product Associate

Singapore
Aug 2022 - Now

Product owner of *You May Also like* page, responsible for improving product mechanism, strategy, model performance to fulfill user needs.

- **Model strategy initiator**: Collaborate with algorithm team to optimize content quality strategies to create a better ecosystem. Proposed new items acceleration cold start strategies, acquired a 0.8% increase in overall order/uu.

- **UX Strategy analyzer**: Deep dive to identify user pain points and constantly innovate novel strategies to improve user experience. Introduced the negative feedback model and product labels into YMAL section which gains 1.2% uplift in CTR*CR.

- **Metrics Legislator and Evaluator**: Define a comprehensive analysis framework and architect interactive dashboard of metrics to monitor product performance, support benchmark and long-term tracking in recommendation product enhancements.

TikTok Trust and Safety Team
Junior Product Manager

Shanghai, China
Jul. 2020 - Aug. 2022

Product owner of Model strategy and SDS platform, responsible for streamlining machine and human moderation strategies for TikTok Short video.

- **Business request analyzer**: Gather business requests, external escalations(GR,PR) from key stakeholders, identify pain-points in user journey and provide feasible model solutions and strategy designs, bridging business, ML and compliance gaps, managing expectations, unblocking bottlenecks and resolving confusions due to various landing scenarios.

- **Model solution provider**: Oversee model training processes, plan and coordinate machine and human resources, sustain data operations' building blocks to ensure compliance and continuously deliver model solutions from end to end to drive business growth.

- **Deduplication Platform Product Owner**: Drive platform development with 7 engineers from ideation to product launch. Translated user journey into operationalized features and manageable product backlogs from 0 to 1 and applied in content-based filtering for combating risky content, lifting the CGVR of violating videos from 17.26% to 59.3% over 10 months.

- **Content Classification Model strategy owner**: Initiated an age-based profane content filtering strategy in 31 dominant English-speaking countries, killed 6.9% profane videos in video feed page with no significant hurt on core user engagement and retention metrics.

CERTIFICATION &
SKILLS

Programming: R, SQL;
Product Design: Figma, Sketch, ProcessOn, Jira, Confluence;

Statistical Languages: SAS, STATA, SPSS
Visulization: Tableau, Power BI