

HANNAH XIAO

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Education

Global Innovation Exchange, University of Washington

Expected March 2026

M.Sc., Engineering and Business

Bellevue, WA

- Relevant Coursework: Data Analysis, Programming, Prototyping, Hardware/Software Labs, User-Centered Research
- Certifications: Project Management Professional (PMP)

Barnard College, Columbia University

Aug 2020 – May 2024

B.A. in Economics and Anthropology

New York, NY

- GPA: 3.96 / 4.0, Thesis with Distinction, Departmental Honor

Experience

INF Tech

Jun 2024 – Sep 2024

Product Manager Intern

- Defined product roadmaps and spearheaded **PRDs** to deliver interactive features for an AI mobile app, increasing adoption by 15% through collaboration with engineering and UX teams.
- Led user experience research, designing and analyzing surveys for 500+ users; utilized **Python** to perform statistical analyses and user segmentation, increasing user engagement by 10%.
- Automated and monitored product metrics (DAU, user retention) through dashboards to ensure alignment with KPIs.

Euromonitor International

Jun 2023 – Sep 2023

Market Research Intern

- Designed a market-sizing model using **regression analysis**, incorporating sales trends and competitive pricing data to drive strategy for a global retailer's market expansion.
- Collaborated with data engineers to develop dashboards in **Tableau**, enabling real-time competitor analysis across 19 product categories, streamlining decision-making efficiency.

KPMG Advisory

Sep 2021 – Dec 2021

Strategy Consulting Intern

- Conducted a market entry study for a leading European auto manufacturer's certified pre-owned vehicle sector, leveraging interviews with 25 industry experts to identify regional regulatory challenges and competitive advantages; delivered a detailed strategic report to the executive team.
- Led an extensive survey of 640 consumers to identify key demographics and pain points for a new electric vehicle model; developed a core user profile that directly influenced the vehicle's feature prioritization and go-to-market campaign.

PricewaterhouseCoopers (PwC)

May 2020 – Nov 2020

Management Consulting Intern

- Collaborated with engineers to design and launch a one-step data management portal, improving accessibility and system efficiency for internal users.
- Designed and implemented a training program to enable employees to navigate the new management system; conducted in-depth research on data governance practices and compiled a 20+ page training handbook to ensure data security and accuracy.

Leadership and Projects

Google Design Challenge | Product Manager

Mar 2024 – April 2024

- Led the design and development of a generative AI product aimed at alleviating caregiver burnout and enhanced daily care for the elderly; utilized user-centered design principles throughout the project lifecycle.
- Successfully presented the final prototype at Google's New York office to over 50 audience.

refine+focus | Product Manager

May 2022 – Jan 2023

- Redesigned product positioning strategies for a gene technology client by conducting competitive analysis and surveying 500+ users, identifying three key customer personas and recommendations.
- Organized internal workshops on Web 3 and Organizational Structure Optimization to foster knowledge-sharing, invited 5 startup leaders as guest speakers, and secured 100% participation from all team members.

Skills

Technical Skills: Git, Python, R, Data Analysis, Machine Learning, Java, Systematic Problem Solving

Tools: Jira, Trello, Asana, Microsoft (Excel, PowerPoint), Tableau, PowerBI