

Andrea Foo

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Work Experience

Freewheel, New York, NY

June 2024 – Present

Associate Product Manager, Ad Server PM Team

- **Scalable Ad Server Solutions for Live Events:** Collaborated with engineering teams to design and implement features enabling the ad server to handle high concurrent viewership during live events, ensuring seamless ad delivery and scalability for millions of users
- **Cross-Functional Stakeholder Alignment:** Partnered with solution engineers, product marketing, and sales teams to gather requirements, prioritize features, and deliver solutions that align with client needs and business goals.
- **Performance Optimization:** Spearheaded initiatives to optimize ad server performance, reducing latency by 15% and improving ad delivery success rates during peak traffic events
- **Data-Driven Feature Development:** Leveraged analytics tools to monitor system performance and user behavior, translating insights into actionable product improvements that enhanced user experience and operational efficiency

Coohom, New York, NY

June 2023 – June 2024

Associate Product Manager

- **Spearheaded relaunch of B2C SaaS product:** Led a cross functional team (12 people) to relaunch and expand 3D Model Viewer product with AI features from China to US market, achieving 2000 WAU (300% growth) within first 2 months
- **Go-to-market Strategy Execution:** Strategize and execute a comprehensive go-to-market strategy and timeline for the product launch, encompassing strategic product road mapping and the orchestration of multifaceted marketing initiatives, including SEM, KOL, and social media marketing, resulting in improvements in signup conversion rate by 20%
- **Product Requirement generation:** Conduct 20+ user interviews to understand customer needs and craft user stories in order to drive weekly product development specs with engineering and design for features aligned with market demands
- **Experimentation and A/B Testing:** Conduct rapid growth experiments to validate hypotheses, driving increases in revenue (50% growth) and active user engagement

Harvard Forest, Petersham, MA

January 2023 – May 2023

User Experience Designer

- **Product requirement generation and definition:** Conducted 10+ user interviews with Harvard Forest Schoolyard teachers and transformed user insights into 5 new feature ideas that were designed and then implemented
- **Feature Prioritization and Design:** Spearheaded the wireframing and prototyping of Harvard Forest Schoolyard Resources webpage using no-code websites, employing a user-centered approach to prioritize accessibility and enhanced user experience, resulting in a 95% overall user satisfaction
- **User Testing and Feature Iteration:** Conducted user testing (one-on-one interviews and focus groups) and gathered feedback to iterate and refine product features, ensuring continuous improvement rate of 80%

Grab Holdings Inc., Singapore

June 2021 – August 2021

Backend Software Engineer Intern

- **End-to-End Development of Microservice:** Developed with data scientists, backend engineers, and other cross-functional teams in this IPO-listed Southeast Asian tech unicorn to design, test, implement, and deploy new supply allocation micro-service using GoLang, Jira, and Datadog
- **Optimization and Documentation:** Engaged in streamlining services operations and improve compatibility by transforming deprecated endpoints from one micro-service API to new API service with strong documentation
- **Data Analysis:** Utilized SQL for data analysis and management within the backend systems
- **Results:** Improved allocation rates for app by 15% by working on allocation micro-service project to gain optimum outcomes

Education

Harvard University, Cambridge, MA

June 2022 – May 2023

- *Master of Education in Learning, Design, Innovation, and Technology*
- **Awards:** Semi-finalist for the Innovation Lab President's Challenge, GPA: 4.0

Tufts University, Medford, MA

September 2018 – May 2022

- *Bachelor of Science in Computer Science*
- **Awards:** Dean's List (all four years), Tufts Summer Scholars Research Scholarship, Max Tischler Prize Scholarship, Margaret Durkee Angell and Henrietta Brown Durkee Scholarship Fund, GPA: 3.92

Skills

- **Programming Languages:** C++, Python, HTML, CSS, JavaScript, Typescript, GO, React, SQL, Java
- **Frameworks/Tools:** Heroku, Express, React, AWS, Jenkins, Kibana, Datadog, Jira, Kanban, Mixpanel, Confluence, Miro, Excel