# LIBIN FAN

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|---|---|
| Product & Venture | 0-to-1 Roadmap, GTM Strategy, MVP Development, Agile/Scrum, Market Validation, User Journey Mapping |
| Technical Stack | Python, SQL, n8n (Automation), React (Next.js), API Integrations, CRM Architecture, Data Visualization |
| Domain & Research | Creator Economy, Behavioral Data Analytics, Mixed-Methods Research, Agency Partnerships, A/B Testing |

## EXPERIENCE

**Bioby AI**                                                                                  Remote, US-based
Product Lead & Co-founder (Creator Tech)                                                      Jan 2025 - Present

- Led the **0-to-1 Product Lifecycle** from concept to MVP launch, managing sprint priorities (Agile) and translating ambiguous market insights into precise Technical PRDs for the engineering team.
- Leveraged hands-on expertise in **Python & SQL** to architect the platform's data schema and analytics pipelines, bridging the gap between business goals and technical feasibility to reduce manual reporting work by 50%.
- Engineered a custom **Social Media Automation Bot** to drive organic user acquisition on Xiaohongshu, executing content A/B testing to validate market positioning and achieve product-led growth without paid spend.
- Designed and launched the proprietary **"Pitch-to-Pay" Workflow Engine**, integrating complex agency approval logic (Script/Demo/Final Cut) into a visual timeline that reduced communication overhead by 30%.

**University at Albany, SUNY**                                                                Albany, NY
Graduate Research Fellow (Data Analytics & Behavior)                                          Aug 2019 - May 2025

- Led longitudinal research projects focused on human behavior and social interaction, managing the full lifecycle from hypothesis generation and data collection to advanced statistical analysis and publication.
- Leveraged **Python & SQL** to process and analyze complex behavioral datasets, uncovering patterns in user interaction that parallel engagement metrics in digital products.
- Designed and executed mixed-methods studies (surveys + in-depth interviews), validating theoretical models with empirical data—a process directly transferable to Customer Discovery and Product-Market Fit validation.
- Translated complex quantitative findings into actionable insights for non-technical stakeholders, presenting research outcomes at major academic conferences.

**Guangxi Minzu University**                                                                  China
Operations Lead                                                                              Sep 2014 - July 2019

- Founded and scaled the All-Media Studio (internal startup) from scratch, establishing standard operating procedures (SOPs) and managing the full content lifecycle for a cross-functional team.
- Directed **mixed-methods user research** to diagnose platform friction points, implementing data-driven content strategies that increased audience engagement by 15%.

**FleishmanHillard**                                                                          Shanghai, China
Account Executive (Global Tech & Consumer Practice)                                           Sep 2012 - Jul 2013

- Managed strategic communications for Tier-1 clients (e.g., Philips), gaining critical Domain Expertise in agency reporting workflows—identifying the specific manual friction points that directly inspired Bioby AI's automation features.

## PROJECT

**Creator Campaign Management System (CMS)**                                                  Bioby.ai
Product Lead & Technical PM

- Engineered a specialized "Campaign Workflow Engine" based on real-world execution experience, creating distinct approval stages for Script, Demo Video, and Final Cut to ensure strict QC before publishing.
- Optimized the "Pitch-to-Pay" lifecycle by integrating a visual timeline that synchronizes Agency requirements with Creator schedules, reducing communication overhead by 30% and ensuring on-time delivery of marketing assets.
- **Check out my portfolio here**

## EDUCATION

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| **Cornell University**, *UX Design Certificate* | | 2025 |
| **University at Albany, SUNY**, *PhD Sociology (Data Analytics)* | | 2025 |
| **University at Albany, SUNY**, *MA Women's & Gender Studies* | | 2022 |
| **Hong Kong Baptist University**, *MA Communication* | | 2014 |
| **Shanghai Intl Studies University**, *BA Business Admin* | | 2012 |