

Chia Kuan Chin

Product Manager

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Education

Soochow University

Taipei, Taiwan

Economics

09. 2013 – 01. 2018

Statistics, consumer behavior, business management, economics

Work Experience

Verizon Media (YAHOO! Shopping)

Taipei, Taiwan

Marketing Specialist (product management/operation) – Operations Department

08. 2019 - 02. 2021

- Optimized category structure in web and app, incorporating user research and usability test findings. Resulted in 22% increase of conversion rate.
- Participated user research such as interview, questionnaire survey and usability test with product, design, and marketing team.
- Wrote complete and detail-oriented product requirements documents.
- Developed an operation CMS with PD team and third-party service provider.

Seapowertech

New Taipei, Taiwan

Product Associate – Marketing Department

03. 2018 - 06. 2019

- Launched official website. Responsible for roadmap, wireframe, prototype, SEO strategy and website development.
- Designed experiments to test hypothesis and analyzed findings from A/B tests to drive product decisions and improve conversion rate and retention rate.
- Procedured the process of communication between TW and headquarters.

Cyberlink

New Taipei, Taiwan

Intern - Marketing Department

07. 2016 - 09. 2016

- Optimized product content to enhance brand awareness, gain campaign exposure and achieve sales targets.

Others

- Language : Chinese(Native), English (TOEIC 800)
- Tools : Xmind 、 MindManager 、 Axure 、 Balsamiq 、 Jira
- Skills : User Research, Product Design, Data Analysis, B2B2C, Business Strategy
- Programming : MySQL 、 JavaScript 、 HTML/CSS