Email: lillianchow8@gmail.com
M: (513)306-0057

Lillian Chow

https://www.linkedin.com/in/lillian-chow
Columbus, OH

WORK EXPERIENCE

Branch Financial

Software Product Manager III   January 2021 – March 2024

- **Directed end-to-end product management** for a diverse portfolio, including a high-traffic consumer-facing insurance website, B2B API solutions, claims processing integrations, and critical backend software infrastructure, driving increased customer engagement, operational efficiency, and enhanced partner ecosystem capabilities
- **Led two cross-functional teams** of 6 engineers to achieve a 20%+ year-over-year reduction in insurance loss ratio
- **Drove API collaborations with external partners**, launching 3 new products from 0 to 1, tripling revenue streams
- **Boosted product development efficiency by 20%** through Agile methodologies, including sprint planning, backlog management, and feature prioritization using GitHub Projects and Asana, ensuring consistent delivery of key initiatives
- **Crafted and aligned strategic product roadmaps** to meet business objectives and address customer needs, driving optimized feature development, prioritization, and measurable product impact
- **Developed strategic frameworks and continuous feedback loops** to enhance the software development lifecycle, improving project prioritization, release planning, MVP requirements, ticket management, triage processes, and team workflows, resulting in greater cross-team collaboration and efficiency
- **Coordinated cross-departmental projects**, synchronizing product and engineering teams with Design, Data, Finance, Insurance, Marketing, Claims, and Partnerships for optimal project outcomes
- **Founded the Data Product organization from the ground up**, establishing all processes, workflows, and team structures to drive data-driven decision-making; mentored the team to achieve alignment and impactful results
- **Supervised and mentored a Product Manager Intern**, effectively managing workload and development projects

Software Product Manager Intern   August 2020 – December 2020

- **Designed and executed A/B and usability testing plans**, leading to a UX redesign that elevated the website from failing to passing Google SEO standards, significantly enhancing search performance
- **Identified opportunities for product enhancement** through comprehensive market research and competitor analysis
- **Led technical implementation of Amplitude and Segment**, enhancing data tracking and in-depth product analysis
- **Conducted code reviews and implemented hotfixes** to maintain backend and frontend stability and performance
- **Developed scalable backend solutions** by creating new Lambda functions and designing software architecture to support existing and new features within AWS
- **Collaborated with the design team** to iterate on feature designs, aligning with business goals, market demands, and customer needs

Bank Of America

Technology Analyst Intern | Global Technology and Operations   June 2020 – August 2020

- **Led an 8-engineer team** to scrape and process financial and regulatory documents, building an NLP language corpus using Python, Beautiful Soup, Spacy, and other tools to clean and format data through exploratory analysis
- **Performed sentiment analysis** on financial text data using R, correlating findings with historical and extrapolated stock market data for actionable insights

Google LLC

Information Technology Intern | Technical Intern   May 2019 – August 2019

- **Supported executive IT needs** as part of Google's XTechs team
- **Onboarded 2,000+ new employees** as a member of the Noogler onboarding team
- **Utilized Google BigQuery and SQL** for data analysis and process improvement
- **Built data visualizations** in Plex to present extrapolated data insights
- **Developed and proposed business plans** to implement changes that increased efficiency in executive support

CERTIFICATIONS

● **Certified Scrum Product Owner (CSPO)** - Scrum Alliance 2024	● **Coursera Technical Support Fundamentals** - Coursera 2019	● **Pendo Product Analytics** Certified

TECHNICAL SKILLS

- **Collaboration & Communication tools**: Microsoft Teams, Slack, Notion
- **Project & Workflow Management**: Pendo, Asana, Jira, GitHub Projects
- **Design & Prototyping**: Miro, Figma, inVision
- **Cloud & Development Tools**: AWS Suite, VSCode
- **Data & Analytics**: BigQuery, Looker, Qlik, Amplitude, Logrocket
- **Marketing & Customer Engagement Platforms**: Customer.io, Iterable, Prismic.io

EDUCATION

The Ohio State University, Bachelor of Science, Management Information Systems - December 2021