

I'm **Khanh**. I graduated from **UC Berkeley** with a degree in **Political Economics**.

Skills

Project Management tools (Confluence, JIRA, VersionOne, Trello)
Illustrator, Photoshop, InDesign, Lightroom, Premiere Pro
Photography
Invision
Sketch
Content Strategy
Market research
Lean Development

Awards

UC Berkeley Google Design-a-thon: 2nd place
The Great Metrics Debate: 1st Place (hosted by Hinge.Co VP of Product)

I have also worked on...

Art team at online editorial magazine mochimag.org

Layout team at print publication [Bare Magazine](http://BareMagazine.org) (baremagazine.org) creating spreads and other graphic collatrel

Work Experience

Macys.com | Associate Product Manager (current)

2016 - Worked on a project that implemented key SEO technological best practices to site raising \$30M
2017 - Worked on a project to bring improvements to the desktop and mobile web enabled product details page both with internally built features and through assessing key 3rd party technology (exceeded goal of \$65M projected revenue through enhancements tested).
Working on project to take webpage responsive and negotiating with new fit solutions vendors to pilot.

- Updated documentation of ongoing projects through Confluence pages to keep technical and business stakeholders involved
- Led weekly iteration planning meetings
- Socialized scope of new features with VP level stakeholders on monthly and weekly cadences
- Worked cross functionally (UX, Site Merchandising, Corporate Marketing, Developers, etc.) to gather requirements and triage defects and prioritize enhancement requests.
- Participated in user testing, financial analysis, and data hindsighting to present findings in monthly showcase to executive leadership.
- In working group to define requirements for product analytics, making sure product users needs are met.

Autodesk | Product Marketing Intern

2016 - Worked on launching a brand new product called "Project Ignite" a interactive STEAM education resource for teachers.

Created and managed corporate Wordpress and Twitter for B2C product offering, held focus groups, created editorial calendar, participated in community outreach to gain thought leadership for blog, and research product market offering/positioning

Viki | Campus Ambassador

Worked with the Community Manager to launch Viki's presence on the UC Berkeley campus through sponsoring events, Facebook marketing, partnerships with on campus organizations, and professor outreach.

Cause USA | Communications Assistant

Took charge of press outreach including gathering contacts and putting together releases, handled event social media, organized Women in Power Speaker Series logistics (an event that hosted speakers such as Kamala Harris and Ariana Huffington) and designed marketing materials.

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I like: Japanese animated films, reading good travel writing, fashion, photography exhibits at modern art museums, boba milk tea, Spotify's New Music Friday playlist and interior spaces with good lighting.