

Diana Im

Staff Product Manager

Based in Brooklyn, NY

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linkedin.com/in/imdiana

Creative, user-obsessed product leader with **8+ years** of experience **building and scaling delightful consumer & subscription products** at Apple, Microsoft, GoFundMe, and Paperless Post. Focused on discovery, search, personalization, and AI-driven experiences that help users find the right product faster. I combine sharp product intuition with analytical rigor to craft strategy and deliver meaningful impact.

Paperless Post

Staff Product Manager, Discovery & Personalization – Mobile & Desktop | December 2024 - Present

- **Redefined product merchandising & discovery strategy:** Lead the strategy for how designs are browsed & evaluated across homepage, PLPs, & PDPs—transforming product grids into dynamic, story-driven shopping experiences.
- **Delivered measurable impact through rapid experimentation:** Drove a +7% lift in browse→activation and +25% lift in Flyer conversion by re-architecting the main navigation and improving UIUX as a result of iterative UX and A/B testing.
- **Launched next-gen invitation (Flyer)** with responsive previews and interactive education flows that clarified product value, lifting overall share rates +5% within the first month of launch.
- **Leading AI-driven discovery track**, partnering with Design, Data Science, and ML Engineering to develop personalized recommendations and dynamic previews—shaping model constraints, prompt strategy, and evaluation loops to fine-tune LLM outputs for relevance and trust.
- **Driving alignment across SEO, Marketing, Design, Data & Engineering** to unify merchandising & growth goals across web and mobile.
- **Led CMS evaluation and integration**, aligning Marketing, Design, and Eng around new content workflows that improved efficiency and increased organic traffic +15%.
- **Introduced & scaled a culture of continuous testing**, developed a playbook for running concurrent A/B experiments with DS team (ran 15+ experiments in L6M) and started PM-led user interviews program.

GoFundMe

Staff Product Manager, Consumer | March 2022 - June 2024

- **Owned creator experience** for a \$3B GMV marketplace, improving revenue 20 % and retention 15–20 %.
- **Improved creator activation by 10%** by reimaging onboarding flows that eased user anxiety and built early confidence and delight during fundraising setup.
- **Launched GenAI fundraising tools:** Delivered 6 AI-powered creation and sharing features (Story Enhancer, Goal Recommender, Tailored Sharing) in 5 months, contributing \$125M ARR and +5% funnel lift.
- **Pioneered human-centered AI principles:** Established company-wide frameworks for prompting, fine-tuning, evaluation, and QA to ensure model trust and usability.
- **Established user research discipline**, embedding qualitative and quantitative testing into the product lifecycle and translating insights into scalable UX and conversion improvements.
- **Led cross-org collaboration:** Partnered with CX, ML, Legal, and Marketing to align AI roadmap with company-level growth and brand strategy.

Apple

Senior Product Manager | September 2019 - March 2022

- **Launched Apple's first B2B subscription:** Defined pricing, billing, and onboarding for Apple Business Essentials, unlocking new SMB segment & generating \$XXM ARR; coordinated 15+ x-functional teams across Product/Eng/Finance/Mktg/Legal.
- **Scaled global subscription experiences internationally:** Modernized iOS/macOS subscription management and scaled AppleCare+ across 9 new markets, driving double-digit YoY revenue growth.
- **Built configurable, scalable subscription billing features**—including grace periods and tiering—used across all Apple services, balancing the needs of 3rd-party developers and first-party Apple stakeholders.

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Microsoft

Strategy Manager; Product Manager | June 2017 - Sept 2019

- **Scaled Microsoft Teams into new verticals through user-obsessed product strategy:** Identified and executed a \$300M market opportunity in hospitality and airlines, designing features like Walkie Talkie and Dynamic Scheduler from field research. Embedded with customers across industries to understand, define, and refine user problems and solutions.
- **Launched Xbox Live Creators Program:** Built a 0→1 incubator for indie developers; partnered with Marketing and Engineering, led live demos, and ran a national roadshow to drive early adoption.

Education

Harvard University, Cambridge MA

A.B. in Sociology

Studied organizational behavior & product design; research on social & economic inequities shaping urban systems.

Key Skills

- **Product strategy:** Owned and shaped long-term product direction and investment strategy through data, intuition, and clear prioritization frameworks.
- **Executive communication & influence:** Inspiring teams and executives through clear, data-informed storytelling—crafting narratives, product demos, and strategies that align leadership around vision and impact.
- **Discovery & experimentation:** Leading hypothesis-driven discovery, iterative, A/B testing, and research to de-risk initiatives and validate user value early.
- **Building insight engines for product strategy:** Built and scaled user research functions at GoFundMe and Paperless Post; embedded qualitative and quantitative discovery into product development to inform strategy.
- **AI & personalization:** Led GenAI team at GoFundMe; leading AI-powered discovery team at Paperless Post. Applying prompting, fine-tuning, retrieval, and evaluation to deliver context-aware, LLM-powered user experiences.
- **System thinking:** Designing scalable, modular architectures (e.g., CMS, subscription, subscription frameworks) to support multi-surface, multi-market products.
- **Influence & stakeholder leadership:** Driving alignment across Design, Eng, Marketing, and Execs through storytelling, data, and cross-functional rituals.
- **Design instinct:** Partnering with Design to rapidly prototype, test, and refine frictionless, high-converting experiences.
- **Data & decision science:** Translating analytics into product bets; skilled in funnel diagnostics, retention analysis, and setting measurable OKRs.
- **People & culture leadership:** Mentoring PMs, instilling experimentation rigor, and fostering psychologically safe, outcome-oriented teams; created a system for inter-PM sharing and feedback at GoFundMe and Paperless Post.
- **Commerce & monetization:** Deep expertise in subscriptions, payments, marketplace pricing, and balancing monetization with long-term retention.

Tech Stack

Prototyping & design: Cursor, Lovable, MagicPatterns, UXPilot, Claude, Figma

Roadmapping: Jira, Miro, Airtable

Experimentation & analytics: Looker, Amplitude, Hex, Optimizely

User research & testing: Hotjar, Heap, Lyssna

Collaboration & documentation: Notion, Confluence, Google Workspace, Slack