

Jingjing (Joslyn) Fu

36 Oxford St, Cambridge, MA 02138 | (510) 693 - 8841 | jfu@g.harvard.edu | [LinkedIn](#) | [Portfolio](#)

EXPERIENCE

Airwallex – A Sequoia-backed FinTech Unicorn

Product Manager

Shanghai, China

May 2021 – Jul 2021

- **Feature Prioritization:** defined **success metrics** and assessed feature tradeoffs for the post-MVP and made suggestions to iterate on user feedback through identifying user pain points for Payment Link product, which **processed \$160K within 2 weeks** of the launch
- **Leadership:** led the execution of an API data feeding project which resulted in a savings of \$300K annually on advertisement costs; coordinated across marketing, data, engineering, and CRM team to implement and launch the project
- **Data-driven Product Iteration:** enhanced the membership program through investigating 5+ gaps in the membership configuration, identifying cross-border business needs, and **quantifying financial impact** of the improvement to the overall business
- **Competitive Analysis:** compared transfer and payment pricing with other major platforms such as PayPal and Stripe to identify potential business opportunities; assessed other accounting and invoicing software's capabilities to better understand payment flow

Re:treat | Berkeley SkyDeck HotDesk Incubator

Co-founder, Chief Product Officer

Berkeley, CA

Sep 2020 – May 2021

- **User Interview and Experimentation:** led the overall product management of a product that enables users to input a short description of their stress, generates a personalized self-care practice and connects users and their self-care experiences anonymously; conceptualized the product through user interviews and experimentation to uncover mental health problems; achieved 1000+ users
- **Product Roadmap and Strategy:** created product strategy and roadmap for the web application through constant stakeholder alignment
- **Collaborated with engineers** to construct a matching algorithm for exercises given the label inputs and apply an analysis model to improve recommendations and diversify the list of mental health treatment options

TikTok/ByteDance

Strategy and Research Analyst

Beijing, China

Dec 2020 – Apr 2021

- **Data Visualization:** advanced TikTok's global market priority assessment which guides company's resource allocation; visualized the strategic country prioritization map for TikTok based on researching data and quantifying the value and risk of the countries
- **Presented** content moderation site selection deck to a group of 5 by analyzing suitability and risk factors and interviewing experts
- **Market Research:** refined the safety strategy for new products by conducting extensive market research on competitors, formulated framework to evaluate compliance measures, and made recommendations on the content safety strategy for new product launches

InetSoft Technology – A Business Intelligence Company

Digital Analyst

Piscataway, NJ

Apr 2020 – Aug 2020

- Researched BI software market by analyzing **key business metrics and KPIs**, assisted in simulating potential dashboard building, and provided 10+ new dashboard product design strategies in a cloud data source project
- Planned new website keywords using Google Ads for search engine optimization; initiated customer retention project based on 100+ lost opportunities. Analyzed factors and provided business insights on customer retention

PROJECTS

Boston Crime Analysis: an evaluation of factors affecting violence, property-related, and other trivial crimes from 2020 to 2021 in Boston

- **Data Analysis:** applied machine learning classification techniques in Python to evaluate factors' contribution to crime cases

HighNote Freemium Marketing Analysis: a digital marketing suggestion based on data and research to increase the number of subscribers

- **Competitive Analysis:** proposed marketing strategy through analyzing Spotify's business, such as targeting ads display

EDUCATION

Harvard University, School of Engineering and Applied Sciences (SEAS)

Master of Science in Data Science

Cambridge, MA

Expected May 2023

- **Relevant Courses:** Product Management 101 (Harvard Business School), Social Media Analytics (MIT Sloan), System Development

University of California, Berkeley

Bachelor of Arts in Economics and Bachelor of Science in Conservation & Resource Studies

Berkeley, CA

Sep 2017- May 2021

- **Cumulative GPA:** 3.96/4.00 (Graduated with Highest Distinction); **Awards:** Cal Alumni Association Leadership Award 2020

SKILLS & INTERESTS

Technical skills: SQL, Python, R, Linux, Stata, Tableau, Google Analytics, Jira, Confluence, Microsoft Productivity Suite

Organizations: Phi Beta Kappa, Harvard CSSA Venture Club, Business Career in Entertainment Club