Luyang Xing

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SUMMARY OF QUALIFICATIONS

Enthusiastic USC graduate with diverse product expertise across SaaS, B2B & B2C. Seeking a Product role that leverages my product management, analytics, project management, and marketing skills to deliver good products and delight customers.

EDUCATION

University of Southern California   **Los Angeles, CA**
- *Master* of Engineering Management, Viterbi School of Engineering   *Aug.2021 - May.2023*
- *Certificate* in Business Analytics, Marshall School of Business   *Jun.2022 - May.2023*

Soochow University   **Suzhou, China**
- *Bachelor* of Science in Logistics Management   *Sept.2016 - Jun.2020*

PROFESSIONAL EXPERIENCE

AllSumJobs   **Los Angeles, CA**
Business Analytics Intern, E-learning   *Feb.2022 - May.2022*
- Gathered microdata from 180+ surveys (91% response rate), employed Factor Analysis to detect influencing factors (SPSS), and cleaned 20K+ macro data by identifying correlations and reducing outliers in Excel and SQL
- Summarized Covid-affected metrics in 6 industries, analyzed causes by the "PESTLE" model, adopted ggplot in R studios to visualize data by designing various graphs, and created 2 report layouts on Canva

HYPEX.io   **Los Angeles, CA**
Marketing & Business Development Intern, Web3   *Jun.2022 - Aug.2022*
- Conducted user research and developed 3 customer personas (Web2 general, Web2 gaming, Web3 collaborators) to inform product marketing strategy, and delivered an influencer marketing plan with 100+ KOLs according to 3 user personas
- Led LA Tech Week HypeX*USC Viterbi Web3 Mixer through event planning, project management, and marketing campaign delivery, attracted 200+ attendees, and increased Twitter followers by 5%

Suzhou Yun Logistics Technology Co., Ltd.   **Suzhou, China**
Associate Product Manager, SaaS   *Jan.2021 - Aug.2021*
- Launched an EDI platform by delivering wireframes & documents with 6 cross-functional groups, connected 200+ clients with Canadian Customs, and saved customers millions in late fees and 4 work hours/week
- Transferred 100+ customer needs to user stories in Agile systems, delivered 20+ iterations after prioritization
- Devised "Go-to-Market" strategies using banners, coupons, SEO, etc., and attracted 200+ clients (1.3X of expectation)
- Conducted analysis of clickstream, built landing pages, and boosted user acquisition by 10%
- Released 3 APIs by defining clients' requirements, devising, and testing user acceptance
- Developed 4 key performance dashboards to track sales, formulated differentiated sales strategies based on consumption

BENQ   **Suzhou, China**
Growth Product Marketing Intern, Consumer Electronics   *Aug.2020 - Nov.2020*
- Delivered Go-to-Market strategy by targeting potential users in 4 new scenarios (Fitness, Digital fans, kids, designers), analyzed user behavior by investigating 100+ users in the customer journey map and presenting user preference reports
- Launched 2 marketing campaigns, achieved 2 million+ views with 10k+ participants, and exceeded the "11.11" shopping holiday sales goal by 1.5X (20 to 30+ projectors) through 50+ new media releases with 20+ KOLs & daily streams

PROJECTS

Digital Transformation for Vector Solution *Advisor: Prof. Rik Reppe, USC Marshall*   *Sept.2022 - Dec.2022*
- Developed Hawkeye demo – a holistic law enforcement solution with emerging technologies for Vector Solutions
- Devised a new value proposition by investigating 3 pain points, generated Risk & Mitigation, and future partnership plans

Project Management Plan for USC Housing Renovation *Advisor: Prof. Ali Nowroozi, USC Viterbi*   *Jan.2022 - Apr.2022*
- Created a Project Management Plan for USC Housing, defined project scope, and formed a Work Breakdown Structure

VOLUNTEER EXPERIENCE

LEAP Career Development Forum   **Los Angeles, CA**
Communications & Digital Marketing Specialist, Career development   *Jan.2023 - Present*
- Conduct email and digital marketing through newsletters & social accounts, achieving 10K+ exposure with 100+ releases
- Enhance promotion performance (1.5X) by analyzing marketing campaign efficiency on MailChimp, Eventbrite, etc.
- Lead 2 eSalons by breaking down projects into tasks, and coordinating with 4 cross-functional teams to facilitate workflow

SKILLS

- **Technical**: JMP, R, SQL, Python, Tableau, SAP GUI, SPSS, Figma, AXURE, Excel, HTML, CSS
- **Other Skills**: Product Management, Agile Systems, Digital Marketing, A/B Testing, Google Analytics, Figma, AXURE, Canva, Email Marketing, Layout Design, SEO