

Luciana (Xinyuan) Ma

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SKILLS

Business: B2B, SaaS, Risk Management, Relationship Management, Strategic Planning, Cross-Functional Leadership

Software: MySQL, Python, BigQuery, Acme, Jira, Looker, AWS, Slack, Confluence, Github, ChatGPT, MidJourney

Design: Figma, Axure, Rhino, Adobe Suite, AutoCAD, Grasshopper, Ladybug, Honeybee, SketchUp, V-Ray

Other: Scrum, UX Research, Product Vision, Go-to-Market Strategy, Payments Gateways, API Development

PROFESSIONAL EXPERIENCE

JPMORGAN CHASE & CO.

Palo Alto, CA

Product Manager

JUNE 2022-Present

- Own the roadmap, execution, and OKRs for WePay Partner Center, build payment management portals used by developers and financial admins at 200+ SMB platforms hosting 80K+ merchants with \$20B+ TPV yearly.
- Spearheaded the launch of Bank Settlement Reports, Payout Reconciliation Reports, and Platform Monthly Billing Reports for 100+ SMB partners from 0 to 1, first 30-day retention rate 75%; reporting page DAU +115%.
- Shipped V3 API ID and API Log body search experience on Partner Center, filled Developer Experience gaps in API versioning, debugging, troubleshooting, and API performance monitoring; API Logs MAU +112%.
- Align cross-functional stakeholders, UX, Data Infra, Risk, Finance, Ledger, Relationship Management, Marketing, thru product ideation, implementation, testing, design iterations, and lifecycle management.

Product Manager Intern

May 2021-Aug. 2021

- Initiated and led the first large-scale UX research project since Chase's acquisition of WePay in 2018: conducted usability testing and contextual inquiry on 50+ SaaS platform customers serving 10k+ merchants.
- Identified gaps in partner's visibility in merchant onboarding from registration, KYC, to receiving transactions and payouts, built an experience for partners to reduce merchant onboarding churn rate by 12%+.

CENTALINE GROUP

Beijing, China

CEO Assistant

JUNE 2018-Sep. 2019

- Collaborated closely with the CEO to successfully establish and cultivate inter-corporation relationships with top real estate companies, effectively managing C-suite business partnerships that led to ¥10B+ sales.
- Proactively collaborated with HR, BD, and Legal to build and execute an employee retention plan and achieved a 45% increase in workplace satisfaction and reduced staff turnover by 8% for 2,600 employees.

PRICEWATERHOUSECOOPERS

Beijing, China

Product Manager Intern

JAN. 2018-May 2018

- Analyzed product performance metrics and user feedback to continuously improve product features and user experience, acted as a subject matter expert and provided guidance and support to internal teams and clients.
- Collaborated with development and design teams to identify and resolve product issues, reducing post-release defects by 25% for PwC Digital Maker, a low-code enterprise app builder to simplify workflows for enterprises.

EDUCATION

CARNEGIE MELLON UNIVERSITY

Pittsburgh, PA

Master of Architecture | Human-Computer Interactions

SEP. 2019- June 2022

BEIHANG UNIVERSITY

Beijing, China

Bachelor of Engineering in Biomedical Engineering | Bachelor of Arts in Linguistics

SEP. 2014-June 2018