

# Maria Lai

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## Work Experience

### Snap Inc • Product Manager (Snapchat Minis)

Nov 2020 - Sept 2022

- Defined product vision, milestones, roadmap from **0 to 1** across **four engineering teams** and collaborated cross-functionally with design, user research, partners, trust & safety for an unannounced platform product that can scale 10x+ Snapchat's interactive content through enabling third-party developers
- Launched a new developer platform from scratch to open beta and increased the total number of developers by **300%**
- Drove and launched **complete UX overhaul** of the platform to address usability pain points through quantitative and qualitative research
- Designed and launched a new **first-time user onboarding** experience that is expected to increase user adoption by **40%**.
- Presented product vision and roadmap to company and organizational leaders.
- Improved team processes and efficacy

### Microsoft • Product Manager II (Azure Active Directory sharing & collab)

Aug 2017 - Nov 2020

- Designed, led, and launched successful cross-team end-to-end features to drive and optimize user adoption, **increasing monthly active users by 1200%** (from 750k to 10 mil)
  - Implemented email-free onboarding to improve **user adoption by 19%**
  - Built integrations with Google for authentication to further increase **user adoption by 24%**
  - Created one-time passcode auth (magic links) to expand platform, improved **onboarding success by 30%**
  - Enabled users to federate with any identity provider, unblocking **\$10 million in annual sales**
- Identified, prioritized, and implemented features to address pain points in support call volume
  - **133% reduction** in incidents per day
  - **73% increase** in cases solved on first day
- Conceiving, designing, and **launching new product** that serves a new customer segment in 2020
  - Tapped into a major market segment that will lead to **more premium licenses** sold
  - Led engineering teams to **converge** two tech stacks to provide consistency in platform

### Vettery • Software Engineer

Summer 2016

- **Improved search performance by 30%** using PHP, Javascript (Angular, D3, JQuery), and MySQL
- Wrote new features, enhanced and maintained codebase, patched blocking bugs for **over 10,000 active users**
- Overhauled the system UI, collaborating across teams to **improve analyst efficiency by 30%**

## Leadership

### Microsoft's Vietnamese Employee Network • Co-Founder

2019 - 2020

- Co-founded the Vietnamese Microsoft Employee Network with a mission to **make impact** in the Microsoft and Greater Seattle communities.
- Grew the employee network to **150+** people in six months.
- Spearheaded community events with total attendance of **100** people and great positive feedback
- Rallied for support from company execs to get budget and sponsors

### Microsoft's New College Hire Program and Intern Summer Program • Leader

2017-2019

- Spearheaded & executed professional learning panel, networking event, and bonding events for **over 150** college hires and interns. **Doubled** cohort's happiness and likelihood to stay at Microsoft.

## Education

### Harvard University

B.A. in Computer Science  
May 2017  
Cambridge, Massachusetts

#### Relevant Coursework:

Abstraction & Design in Computation (functional & object-oriented programming), Theory of Computation, Networks, Graph Theory, Interactive Data Visualization, Computer Networks, Multivariable Calculus

## Community Service

### PM & Tech Mentor

2019 - 2021

Pay it forward to communities:

- mentored new PMs
- reviewed resumes
- helped clarify what a PM role is
- gave mock interviews to set mentees up for success
- gave PM advice
- gave job shadows

## About Me

I am experienced in using deep empathy to design and build people-first usable and seamless experiences that result in growth.

I have led product teams as large as 12 engineers in building 0 to 1 features and products, E2E from design, prioritization, cross-functional stakeholder alignment, to rallying teams for execution.

I like reading and traveling..