

# Xiaoyan (Cheryl) Wu

Mobile: 734-882-1102 | Email: [xiaoyanw@umich.edu](mailto:xiaoyanw@umich.edu) | Portfolio : [portfolio.cheryloh.com](http://portfolio.cheryloh.com)

## Education

### University of Michigan, Ann Arbor

May 2023

Master of Science in Information, focus on user-centered agile development

Related courses: Contextual Inquiry and Consulting Foundations, Introduction to Interaction Design, Fundamentals of human behaviors, Graphic design and visual communications, Developing Mobile Experience (React Native)

### Shanghai University

July 2020

Bachelor of Engineering in Digital Media Technology | GPA: 3.48/4.0

Related courses: C/C++, Data Structure, Computer Networks, Operating System, Animation, 3D Modeling, etc.

## Professional Experiences

### Product Manager (UX design)

Apr 2021-Jun 2021

PingAn Technology | Baishitong

- Responsible for the iteration and project management of Life Insurance's Askbob (AI-powered chatbot)
  - **Improve the workflow** of searching and **information restructure** of the customer info cards through consulting the business department and understanding the searching process of Life Insurance salespeople.
  - Improve the recognition rate through managing generalized words, designing backend configuration items

### Product Manager

Oct 2020-Apr 2021

NIO | Digital Cockpit and Development Department

- Independently responsible for **optimization of basic map navigation functions** and UX design of senseless parking
- Conduct competitor research of product structure and scenarios of car calendar. **Build product plans and output prd.**

### Product Manager (UX design)

Aug 2020-Oct 2020

Trip.com Group | Finance BU Wealth Management business

- **Designed a product recommendation page and increased the conversion rate from homepage to detail page by 22%** through communications with different department and a fully understand of business process of the wealth management product(20,000+ daily UV of newcomers) and its coupons system
- Monitoring the UV and conversion rate of each page, through daily maintenance of different channels and monthly activities to attract new users.

## Projects

### Designing the dashboard for decision makers of a Landscape info. DSS | 4-people team

Fall 2021

University of Michigan, Landscape Informatics Lab

- Contextual Inquiry: Inquire the needs of the project team. Design the interview protocol and conduct interviews of different groups of users
- Conduct background research of how to improve the visualization during the data analysis process in a DSS.

### "An AR tour map of historic architectures in Shanghai" | 5-people team

Aug 2019-Mar 2020

- Conducted competitor research, user research, designed functions and UX workflow of the system
- Developed using Unity and Vuforia
- Municipal Innovation and entrepreneurship training program of 2019
- First Prize of 6th National College Students Digital Media Extracurricular Works Competition

## Skills

**Programming:** HTML, CSS, JavaScript, Python, C#, React, SQL

**Software :** Axure, AdobeXd, Photoshop, Illustrator, AfterEffects, Premier, Maya, Unity

# Xiaoyan (Cheryl) Wu

Mobile: 734-882-1102 | Email: [xiaoyanw@umich.edu](mailto:xiaoyanw@umich.edu)

## Education

### University of Michigan, Ann Arbor

08/2021-05/2013

Master of Information

Related courses: Contextual Inquiry and Consulting Foundations, Developing Mobile Experience (React Native+Firebase)

### Shanghai University

09/2016-07/2020

Bachelor of Engineering in Digital Media Technology | GPA: 3.48/4.0

Related courses: C/C++, Data Structure, Computer Networks, Operating System, etc.

## Skills

**Programming:** HTML CSS JavaScript Python C# SQL

**Frontend framework:** React.js Bootstrap React Native

**Software :** Axure AdobeXd Photoshop Illustrator AfterEffects Premier Maya Unity

## Program Experiences

### Restaurant recommendation app for university students | Course project

11/2021-present

- Designed the workflow, wireframes, prototypes, and UIs of the website
- Developed the functions using **React Native and Firebase**

### Portfolio website | [Link: portfolio.cherylo.com](http://portfolio.cherylo.com)

06/2020-present

- Designed the workflow, wireframes, prototypes, and UIs of the website
- Developed the functions, styles, layouts using **HTML, CSS, Javascript**. And it's still in iteration.

### "Tennis Great Slams data visualization website" | Undergraduate project

02/2020-05/2020

[Link: www.cherylo.com:81](http://www.cherylo.com:81)

- Designed visualization charts, UX workflow and UI of the website.
- Acquired and processed data using **Python and SQL**
- Created visualization charts using Echarts and HTML, CSS, JavaScript.
- Developed overall websites using Bootstrap and HTML, CSS, JavaScript

### "An AR tour map of historic architectures in Shanghai" | 5-people team

08/2019-03/2020

- Conducted competitor research, user research, designed functions and UX workflow of the system
- Developed AR-related functions using **Unity(C#) and Vuforia (C#)**
- Municipal Innovation and entrepreneurship training program of 2019
- First Prize of 6th National College Students Digital Media Extracurricular Works Competition

## Internships

### Product Manager

04/2021-06/2021

PingAn Technology | Baishitong

- Get to understand the searching process of Life Insurance salespeople, **improve the workflow** of searching and **information restructure** of the customer info cards.
- Collaborated with development and algorithms team. Get to understand the intent recognition process in a chatbot, and improve the recognition success rate through different methods.

### Product Manager

08/2020-10/2021

Trip.com Group | Finance BU Wealth Management business

- Through communications with business department, independently output prd, wireframes and prototypes of a product recommendation page; Increased the conversion rate from homepage to detail page by 22%.
- Collaborated with development team to launch several features online

# 吴晓妍

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## 教育经历

美国密歇根大学安娜堡分校 2021.08-2023.05  
信息学硕士

相关课程: Contextual Inquiry and Consulting Foundations, Developing Mobile Experience (React Native+Firebase)

上海大学 2016.09-2020.07  
数字媒体技术(工学学士) | GPA: 3.48/4.0

相关课程: C/C++、数据结构、数据库原理、计算机网络、操作系统等

## 技能

编程: HTML CSS JavaScript Python C# SQL

前端框架: React.js Bootstrap React Native

软件: Axure AdobeXd Photoshop Illustrator AfterEffects Premier Maya Unity

## 项目经历

大学选课系统 2021.10-至今

- 设计流程、线框图、原型与 UI
- 使用 React.js 框架与 HTML、CSS、Javascript 开发网站功能、样式、布局

个人作品集网站 | 链接: [www.cheryloh.com](http://www.cheryloh.com):83 2020.06-至今

- 设计流程、线框图、原型与 UI
- 持续迭代, 使用 HTML、CSS、Javascript 开发网站功能、样式、布局

网球比赛数据可视化网站 | 本科毕业设计 | 链接: [www.cheryloh.com](http://www.cheryloh.com):81 2020.02-2020.05

- 设计可视化图表、UX workflow、线框图与原型
- 使用 python 和 SQL 获取和处理数据
- 使用 Echarts、HTML、CSS、JavaScript 开发可视化图表
- 使用 Bootstrap 框架、HTML、CSS、JavaScript 开发网站

“AR 重拾城市黑白影像——上海”——AR 城市历史保护建筑导览系统 | 组长 (5 人组) 2018.08-2020.03

- 团队管理: 管理项目进度与人员分工
- 产品设计: 完成竞品调研, 设计系统的信息架构、交互流程与原型图
- Unity 开发: 使用 Unity 和 Vuforia 插件开发 AR 部分功能
- 荣誉: 2019 年度“市级大学生创新创业训练计划”立项项目  
第六届全国大学生数字媒体科技作品大赛 一等奖

## 实习经历

产品经理 2021.04-2021.06

平安科技有限公司 | 百事通技术团队

- 熟悉寿险业务员查询流程, 优化查询链路与客户卡片信息重构
- 了解智能对话系统对话流意图识别度相关流程, 通过管理泛化词、设计后台配置项帮助提升意图识别精确度

产品经理 2020.08-2020.10

携程集团 | 金融事业部理财中心

- 充分理解理财产品售卖、优惠券体系等相关业务逻辑, 并与业务部门沟通需求, 独立输出针对新用户的活动页面(新人产品推荐页, DAU20000+) 的 prd 与交互稿, 最终实现 **首页-详情页转化率提升 22% 的目标**
- 日常监控新用户相关页面 UV 与转化率, 通过管理各渠道、资源位, 策划相关月度运营活动, 吸引新用户