

Ms. Xiaoyan Wu

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Education

University of Michigan, Ann Arbor

M.S. in Information (UX track)

The enrollment date will be September 2021

Shanghai University

B.Eng. in Digital Media Technology

September 2016-July 2020

Related courses: C/C++, Data Structure, Database principle, Human-computer interaction technology, Computer Network, Operation System etc.

Internship

Product Manager

NIO | 2020.10 - present

Digital Cockpit & Software Development

- **Independently responsible for optimization and iteration of basic map navigation functions**
- Responsible for competitor research, demand analysis and product design of car calendar
- Responsible for product design of senseless parking
- Exploring and sorting out new travel scenarios, including human-vehicle-home interconnection, and scene imagination of car lighting

Product Manager

Trip.com Group | 2020.8 – 2020.10

Finance BU Wealth Management business

- Product Management: **Independently responsible for operational product design (a product with 20,000+ daily UV of newcomers)**, including communications and collaborations with business department, designers and developers, demand analysis, writing prd and prototyping; After the launch of product recommendation page for newcomers, **the conversion rates from homepage to detail page increased 2%**
- Product Operations: Daily maintenance of various marketing channels; Formulate marketing strategies for newcomers; Monitor and analyze newcomer-related data, and output reports every week

Product Assistant

Huazhu Group | 2019.11-2020.1

- Writing the operation manual of CRS system

Skills

Programming

HTML

CSS

JavaScript

Python

C#

Design

Mind mapping

Wireframing

Prototyping

Confluence

Jira

Application

Axure

Adobe Xd

Xmind

Visio

Photoshop

Illustrator

AfterEffects

Premier

Maya

Unity

English

CET6 575

TOEFL 109(S26)

Projects

“Tennis Great Slams data visualization website”

Data visualization | Programming

Graduate Project | Feb 2020-May 2020

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

“An AR tour map of historic architectures in Shanghai”

Product design | Programming

Team leader(5-member)|Aug 2018-Oct

2018, Dec 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**