

Xiaoyan (Cheryl) Wu

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Education

University of Michigan, Ann Arbor

08/2021-05/2013

Master of Information

Related courses: Contextual Inquiry and Consulting Foundations, Developing Mobile Experience

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.

Internships

Product Manager

04/2021-06/2021

PingAn Technology | Baishitong

- Responsible for the iteration and project management of Life Insurance's Askbob (AI-powered chatbot)
 - According to the demands from the business department, optimize searching functions for salespeople, such as reconstruction of customer information card and process of check customer information.
 - Improve intent recognition of the chatbot based on data, including managing generalized words, designing backend configuration items.

Product Manager

10/2020-04/2021

NIO | Digital Cockpit and Development Department

- Independently responsible for optimization and iteration of basic map navigation functions
- Responsible for competitor research of car calendar. Build product plans and output prd
- Responsible for product design of senseless parking according to the business scenarios

Product Manager

08/2020-10/2021

Trip.com Group | 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 22%
- Product Operations: Daily maintenance of various marketing channels; Formulate marketing strategies for newcomers; Monitor and analyze newcomer-related data, and output reports every week.

Program Experience

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

09/2021-present

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

08/2019-03/2020

- 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

Software : Axure AdobeXd Photoshop Illustrator AfterEffects Premier Maya Unity