Mia Than

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PROFESSIONAL SUMMARY

Results-driven Associate Product Manager with a strong foundation in UX design, data analytics, and user research to drive product adoption, user engagement, and growth. Adept at product lifecycle management, A/B testing, and cross-functional collaboration to deliver impactful, user-centric digital solutions.

WORK EXPERIENCE

Equity Commons - *VR Startup* **Miami, FL**
Associate, Product Management & Marketing *Dec 2023 - Present*

- Led the design and launch of the Outcomes Page, increasing click-through rates by 35% and improving user retention.
- Spearheaded 3+ interactive VR training modules, driving 40% higher engagement through gamification and strategic UX improvements.
- Optimized product workflows for VR training production, reducing production time by 25%.

On the Map Inc. **Miami, FL**
SEO Account Intern *Jun 2023 - Aug 2023*

- Assisted in improving organic search rankings by 20% through keyword research and on-page SEO enhancements.
- Supported market research efforts that contributed to a 15% increase in website traffic and content optimization strategies.

University of Miami **Miami, FL**
Marketing Assistant *Jul 2021 - May 2023*

- Analyzed student engagement data to develop and deploy targeted marketing campaigns, increasing engagement by 30%.
- Coordinated creative projects across 3+ university departments, ensuring timely delivery and alignment with university objectives.

EDUCATION

University of Miami **Miami, FL**
- M.S. in Information & Experience Design *Expected Aug 2025*
- B.Sc. in Interactive Media *Aug 2019 - May 2023*

CERTIFICATIONS

- Pendo Product Discovery [Certified](#) *March 2025*
- iXperience UX/UI Summer Bootcamp [Certified](#) *Jun 2021 - Aug 2021*

SKILLS

Product Strategy: Product Lifecycle Management, Product Roadmapping, Product Prioritization, User Story Creation, SEO, Keyword Research.
UX & Design: UX Writing, Figma, Adobe XD, User Research, A/B Testing.
Data & Analytics: Google Analytics 4, Market Analysis, CRM Management, On-Page SEO.