

experience



Project/ Product Manager DWFLabs Inc.

4/2024-Present
remote

- Leading Web3 investor and market maker, one of the largest high-frequency cryptocurrency trading firms in the world; operates on more than 60 top exchanges, trading in both spot and derivatives markets.
- Spearheaded the launch of **5 internal products** for improving business process and increasing efficiency with a team of 5 engineers and managed partner integrations for market analysis (ie.Binance).
- Rallied 5 senior managers to scope and prioritize products adopted 100% by target users and helped increased efficiency by decreasing 25% of manpower across departments.
- Built standard software development process and applied **Waterfall/Agile methodologies**.
- Led Development of Company's official website, and increased user engagement by 50%.



Project/ Product Manager/ Business Development TBCASoft Inc.

3/2023 - 3/2024
Taipei, Taiwan

- Network Platform for cross-border solution for QR code mobile payment with 12m+ users and 4m+ merchants, \$25m funding at Series B (SoftBank Corp & NAVER)

Product Launches (Growth and Monetization)

- Led mobile eng team to launch the IOS & Android app and owned the GTM strategy.
- Led **product insights workforce** to aggregate user signal from Partnerships, Community, QA, and Help Center to write product specs, and prioritize product roadmaps.
- Conducted **user interview** (users and merchants), and shipped new UI/UX with analytics and design that resulted in a 38% increase in conversion on monetization features.
- For 2nd quarter of product launch:
 - Increased new user activations by 10X
 - Increased user retention rate by 64% per trip (5 days)
 - Fulfilled transactions in all 47 Japan prefectures
 - Fulfilled transactions in all 5 tourism spending categories

Business Development (Domestic & International)

- Led & Managed 4 mobile payment service provider (ie. PayPay).
- Owned the GTM strategy, and conducted GMV Prediction (38% GMV growth rate).



Technical Project/ Product Manager BeyonCa Inc.

4/2021 - 3/2023
Beijing, China

- Automotive brand founded by automotive industry veteran Weiming Soh, ex-Global Executive VP of the Volkswagen Group, funded by Dongfeng Motor & Renault Group.
- As a associate product owner, translate requirements from senior managers to scope, prioritize, and shipped the MVP of the health as a service (HaaS) product for Electric Vehicle from 0 to 1, and successfully raised Series B.
- Led and managed cross-functional team with Business, Product and Engineering team to accomplish the product, and built standard software development process and applied **Agile/ Scrum methodology**.



Full Stack Developer Equifax Inc.

3/2020-4/2021
Atlanta, Georgia

- One of the three largest consumer credit reporting agencies (known as the "Big Three"); aggregates information on 800m+ individual consumers and 88m+ businesses worldwide.
- Developed workforce solution I9-Advantage for corporate clients (ie. Amazon, Tesla, Apple).
- Developed and designed SPA with **Angular 8** for client app and ASP.NET Core as backend app.
- Built and designed database and manage large amount of data using **MySQL** and **SQL** for clients.

education



University of Wisconsin - Madison B.S. Computer Science

Coursework: Human-Computer Interaction • Data Science • Artificial Intelligence

skills

Tech: SQL • Python • Java • C# • Angular • HTML/CSS

Tools: Figma • Jira • XMind

Languages: English (Fluent) • Chinese (Native)