MICHAEL CHANG

michael.chang@email.com | (206) 555-0144 | linkedin.com/in/michaelchang-pm

PROFESSIONAL SUMMARY

Product Manager with 5 years of experience launching B2B SaaS products. Skilled in agile methodologies, user research, and cross-functional leadership. Passionate about building intuitive user experiences that solve complex business problems. Track record of increasing user adoption and driving product-led growth.

PROFESSIONAL EXPERIENCE

Product Manager   **Oct 2019 - Present**
WorkFlow Solutions

- Led the end-to-end launch of a new workflow automation feature, achieving 15% adoption within the first quarter and generating $500k in ARR.
- Conducted 40+ user interviews and usability tests to validate product hypotheses, resulting in a 25% reduction in customer support tickets.
- Prioritized the product backlog for a team of 8 engineers and 2 designers, ensuring on-time delivery of quarterly roadmap items.

Associate Product Manager   **Aug 2017 - Sep 2019**
Logistics Tech Inc.

- Managed the mobile app roadmap, overseeing 3 major version releases that increased App Store rating from 3.5 to 4.7 stars.
- Collaborated with sales and marketing to create go-to-market assets, contributing to a 20% increase in lead conversion.
- Analyzed user behavior data using Mixpanel to identify drop-off points in the onboarding flow, implementing fixes that improved activation rate by 10%.

EDUCATION

B.A. Economics   **2017**
University of Washington

TECHNICAL SKILLS

Product Strategy: Roadmap Planning, User Stories, PRDs, Competitive Analysis
Tools: Jira, Confluence, Figma, Amplitude, Mixpanel, Salesforce
Methodologies: Agile, Scrum, Kanban, Design Thinking