SHARON YE

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PROFESSIONAL

Kraken   New York City, NY
Product Manager   2022 - 2023
- Launched recurring and customized task automation features, gaining 14,000 active users and $130k monthly revenues
- Led the training and development of a dynamically optimized pricing model that increased monthly revenues by 33%
- Led revamp of user's order management experience to boost user productivity and efficiency, contributing to a 10% annual increase in company's net promoter score
- Built library of data dashboards of real-time insights and performance metrics to optimize team productivity and workflow management, increasing team's contribution towards company North Star by 100%
- Conducted in-depth cohort analysis to identify an underserved user group and a quick win product opportunity to boost the user group's average revenue per user (ARPU) by >25%
- Championed user-centricity by advocating for and establishing a company-wide process to survey users

Varo Bank   New York City, NY
Product Manager   2022
- Launched a new money transfer capability with 33% faster performance, leading to 10% surge in monthly active users
- Increased user task success rate by 20% by expanding transparency during unhappy path scenarios; revamp led to $1,000 monthly company savings through decreased customer service calls
- Led cross-functional explorations and development of a personalized onboarding experience with an expected $4M first year revenue impact through 10% increase in customer activation rate

Citi   New York City, NY
Quantitative Analysis   2020 - 2022
- Launched automated trade analysis tools enabling over 30 internal stakeholders to maximize productivity and effectively evaluate trade opportunities, leading to a 300% increase in team's annual profits
- Proactively identified task inefficiencies and automated recurring processes, saving team at least 3 hours per day
- Owned end-to-end development of data dashboards to generate real-time market insights and identify customer behavior trends, leading to trading strategies that contributed to a 100% annual increase in market share

PRODUCT & LEADERSHIP

Faire – A Productivity App   2022-2023
- Designed and prototyped an all-in-one productivity app seamlessly combining calendar, task lists, notes and more
- Identified unmet needs within current productivity tools market; built to address this underserved market segment
- See more at www.sharonye.com/productivity.html

Web/Graphic Design Consulting   2020
Founder
- Launched consultancy to empower small businesses affected by COVID-19 pandemic to thrive in the digital landscape
- Provided graphic illustrations, web wireframes, and marketing materials for diverse external clients, translating complex concepts into compelling visuals that resonate with target audiences
- Managed client relationships and scaled a new business as I expanded client reach from Berkeley to larger Bay Area

EDUCATION

B.A in Computer Science, *University of California, Berkeley*
B.S in Business Administration, *University of California, Berkeley*

SKILLS & INTERESTS

Programming Languages: SQL, Python, Java, HTML, CSS, VBA, q/kdb+
Other Skills: Data Analysis, Agile Project Management, Superset, Tableau, QA Testing, Jira, Wireframing, Financial Modeling, A/B Testing & Experimentation, Figma, Braze, Amplitude, Google Analytics
Fun Interests: Cliff diving, Personal investment strategies, Learning languages, Portrait painting, Interior design