

SHARON YE

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PROFESSIONAL

Kraken

New York City, NY

Senior Product Manager

2022 - Present

- Led product roadmap for the retail trading vertical to expand cryptocurrency adoption among retail consumers
- Managed the training and development of a dynamically optimized pricing model that increased revenues by 36%
- Launched consumer-friendly limit orders, gaining 40,000 monthly active users and \$2mm+ monthly revenues
- Revamped the entire trade creation and management experience to enforce consistency, simplify tasks and elevate the user journey, contributing to a 10% annual increase in company's Net Promoter Score
- Built a 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%

Varo Bank

New York City, NY

Product Manager

2022

- Launched a new money transfer capability with 33% faster performance, leading to a 10% rise in monthly active users
- Increased money transfer success rate by 20% by revamping the unhappy path user experience, resulting in >\$1,000 monthly company savings from 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

- Developed a machine learning algorithm to predict next-week directional movement of S&P 500, with the trading strategy outperforming common industry indicators by 16%
- Developed an algorithm to predict intraday ETF Net Asset Values with 95% accuracy
- Launched automated trade analysis tools, enabling over 30 internal stakeholders to effectively evaluate and price trade opportunities, leading to a 300% increase in team's annual profits
- 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

PROJECTS

AI Product Analytics Platform

2024

- Designed and developed a full-stack product analytics platform that leverages artificial intelligence to convert natural language questions into answers, data visualizations, and dashboards to monitor metrics
- Tech stack: React (JavaScript), Flask (Python), PostgreSQL

Web & Graphic Design Consultancy

2020

Founder

- Launched a 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 the 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, JavaScript, Java, VBA, q/kdb+, HTML, CSS

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