

SHARON YE

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🌐 www.sharonye.com

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PROFESSIONAL

Kraken

New York City, NY

Product Manager

2022 - Present

- Led product roadmap for the retail trading vertical to expand cryptocurrency adoption and accessibility for consumers
- Managed the training and development of a dynamically optimized pricing model that increased revenues by 30%
- Launched recurring and customized trade features, gaining 20,000 monthly active users and \$800k monthly revenues
- Revamped user's order management experience to boost user productivity and efficiency, 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

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 the 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 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, 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