Vi Yang

I supercharge teams to build things people love.

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Visa: H-1B, Canadian citizen
Location: Palo Alto, CA

PRODUCT MANAGEMENT EXPERIENCE

Mushroom.gg, social media for Gen Alpha ($20M Series A)
Product Manager

Palo Alto, CA
Apr 2022 - present

- Lifted iOS & Android Day 1 retention from 12% to 69% by launching Challenges (user-generated short videos) and Sidekicks (AI chatbots for roleplay & utility) and solving cold-start problem for new users.
- Honed leadership & vision by creating and driving company-wide adoption of a strategic framework.
- Improved onboarding conversion from 72% to 90% by conducting AB tests and product experiments.
- Defined & analyzed KPIs from 10M+ users; set quarterly targets to align the team and get buy-in.
- Led cross-functional team of 9 engineers & 2 designers; excellent at linking technical & business worlds.

Mewo, generative AI pet game
Founder

Palo Alto, CA
Jun 2023 - present

- Designed, coded, and launched a game to deepen relationships by raising an AI pet together.
- Discord noticed the active playerbase and is evaluating the game for broader distribution.

Project: 1st place, YCombinator Hackathon
Product Manager & Front-End Builder

Palo Alto, CA
2019

- We built Mannager, an AI manager for retail. I proposed using store camera data to optimize inventory and pricing. I coded the frontend and wrote the pitch deck, and pitched to YC judges + 250 attendees.

Project: $15,000, JD Global Data Challenge
Product Manager & Front-End Builder

Santa Clara, CA
2017

- Team Treelion built AI for agricultural analytics. I coded the frontend and wrote the pitch deck, and presented to an international team of investors. We won a $15,000 investment.

OTHER EXPERIENCE

Bridgewater Associates
Investment Associate (intern turned full time)

Westport, CT
2020, 2021 - 2022

- Engaged with global clients to understand their pain points; conducted market research.

Facebook & Peanut Robotics
Software Engineering Internships

Menlo Park, CA; Berkeley, CA
2018, 2019

EDUCATION

Stanford University, B.S. Computer Science

2017 – 2021

- **Human-Computer Interaction**: concentration in design thinking, user research, and building UI/UX.
- **Thesis: ACM CSCW Conference Honorable Mention** research paper using AI to predict team success. Advised by Michael Bernstein, conducted AI research in Stanford HCI Group.
- **Debate team:** Highest-ranking novice at World Championships.
- **Teaching Assistant for ENGR203: Public Speaking**, 2019-2021.