

# Vi Yang

I supercharge teams to build things people love.

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Location: Palo Alto, CA

## EXPERIENCE

### Mushroom.gg, AI social media app (\$20M Series A)

Palo Alto, CA

Product Manager & Strategist

Apr 2022 - present

- Grew app to 10M active users by creating a strategic framework to find product-market fit and driving the company to use it for decision making.
- Solved cold-start problem and got 92% of new users to invite their friends by initiating and leading a cross-functional team of 9 engineers & 2 designers to launch a viral AI-powered onboarding.
- Lifted Day 1 retention by 57% by identifying UX weaknesses, interviewing 100 users to learn pain points, then proposing and launching Sidekicks (AI chats) & Challenges (user-generated content).
- Fostered internal product culture by organizing biweekly Data Syncs and presenting data-driven insights resulting from recent product experiments and A/B tests.

### Mewo, generative AI game

Palo Alto, CA

Product Manager, Designer, Developer

Jun 2023 - present

- Identified market opportunity for a viral social game personalized with new generative AI technology.
- Designed, coded, and launched MVP which organically acquired 200 users in the first day of beta.
- Drove 200% MoM growth by building a community and iterating on user data and feedback.
- Discord noticed the active userbase and is evaluating the product for broader distribution.

### YCombinator Hackathon

Palo Alto, CA

Product Manager, Developer, 1st place winner

2019

- Won 1st place out of 250 attendees by identifying the \$27B market opportunity and building a solution for retailers to compete with Amazon by using AI to improve revenue and optimize inventory & pricing.

### International JD Global Data Challenge

Santa Clara, CA

Product Manager, Developer, \$15,000 winner

2017

- Won a \$15,000 investment from an international team of investors by discovering user needs for agricultural monitoring and pitching an AI solution using existing hardware for 0 additional fixed cost.
- Outperformed existing solutions by training an ML model with 99% accuracy and 90% cost reduction.

### Bridgewater Associates

Westport, CT

Investment Associate (intern turned full time)

2020, 2021 - 2022

- Led internal strategy for Greece by conducting & communicating quantitative & qualitative research.
- Improved client investment in Pure Alpha fund by writing & publishing macro policy insights & forecasts.

## EDUCATION

### Stanford University, B.S. Computer Science

2017 - 2021

- **Thesis using AI to predict team success: ACM CSCW Conference Honorable Mention paper**  
Advised by Michael Bernstein, conducted AI research in Stanford HCI Group, took PhD level courses.
- **Human-Computer Interaction:** concentration in behavioral science, design thinking, user research.
- **Debate team:** Highest-ranking novice at World Championships. 4th-top speaker at Oxford Cup.
- **Teaching Assistant for ENGR203: Public Speaking,** Led classes, helped 700+ students. 2019-2021.