

Vi Yang

I supercharge teams to build things people love.

+1 650 862 2841
vivianca@alumni.stanford.edu
Visa: H-1B, Canadian citizen
Location: Palo Alto, CA

PRODUCT MANAGEMENT EXPERIENCE

Mushroom.gg, AI 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 Sidekicks (AI chatbots for roleplay & utility) and Challenges (user-generated short videos) and solving cold-start problem for new users.
- Improved onboarding conversion from 72% to 90% by conducting user research and testing.
- Analyzed data from 10M+ users to drive product decisions, defined quarterly metrics targets.
- Created a strategic framework and drove company adoption of it, honing product vision and strategy.
- 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: "Get your crush to like you back by raising an AI pet together!"
- Drove 200% MoM growth by iterating and improving based on user feedback, data, & learnings.
- Discord noticed the active playerbase and is evaluating the game for broader distribution.

1st place, YCombinator Hackathon **Team lead**

Palo Alto, CA
2019

- Conducted market research, proposed using store camera data to optimize retail inventory & pricing, built frontend, wrote pitch deck, pitched to YC judges + 250 attendees. Invited to YC interview.

\$15,000, JD Global Data Challenge **Team lead**

Santa Clara, CA
2017

- Conducted market research using JD data, proposed using AI for agricultural analytics, built frontend, wrote pitch deck, 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

- Conducted market analysis; wrote reports to articulate complex concepts and influence client investment.

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.
- **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,** 2019-2021.