

Yu (Gary) Wang

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Education

Washington University in St. Louis, B.A

Expected Graduation: Dec, 2019

Major: Economics & Computer Science (eligible for OPT STEM extension)

GPA: 3.80/4.00

Awards

- 2018 TEDx Speaker
- 2018 Undergraduate Internship Award
- 2018 Summer Undergraduate Research Award
- 2018 NBA Corporate Case Competition 2nd Place
- 2016 - 2019 Dean List

Professional Experience

WarnerMedia | NBA Digital, Atlanta, GA

Digital Product Management Intern (June — Aug 2019)

- Worked with engineering, design, and analytics to launch and manage two NBA Pick'Em games on NBA App.
- Built FRDs and BRDs to align key product requirements with business objectives and product roadmap.
- Resolved over 30 ticket items on JIRA software and helped elevate game interactions to 12M+.
- Defined and measured metrics for NBA Pick'Em Draft Challenge and generated VOC back to development.
- Ideated and introduced a watchOS digital product that integrates NBA Pick'Em and NBA League Pass.

NBA, Shanghai, China

Digital Intern (June — Aug 2018)

- implemented NBA digital content creation and distribution initiatives on digital partners's platforms.
- Analyzed engagement KPIs across the content library to improve summer off-season content strategies.
- Worked with production vendors and produced 7 digital shorts featuring 12 NBA players, netting 26M completed views across institutional and paid platforms.
- Converted Weibo content consumers to NBA e-commerce site and drove attributable online sales.

China Accelerator | Rikai Labs, Shanghai, China

Product Development Intern (May — Aug 2017)

- Developed and managed content for Rikai Labs' direct-to-consumer chatbot application English Genie.
- Designed 30+ bot-supported English courses with interactive lesson format and user friendly features.
- Monitored and analyzed key metrics on individual lessons and used insights to improve course content.
- Iterated main curriculum with different course content and improved overall lesson completion rate by 18%.

Community Engagement

TEDx Talk: "What I Have Learned from My 5000 Uber Rides"

Speaker (March 2018)

- Used personal Uber experience to inspire more meaningful conversations between strangers.
- Reached over 18,400 impressions and 12,000 views across Youtube and Tencent video platforms.

Skills

- Data Analytics: Tableau, SQL, Adobe Analytics
- Design /Wireframe: Photoshop, Adobe XD, Axure
- Code: Javascript, HTML, CSS, Swift, PHP, C++, Java

Fun Fact

I speak four languages (English, Français, 中文, عربي).