

YEDDA YANG

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EDUCATION

Universitat Jaume I, Spain

09/2025 - Present

Master in English Language for International Trade

International Management, Business Trips and Socialising, Intercultural Communication, Business Presentations

Guizhou University, China

09/2015 - 07/2019

Bachelor in Business English (GPA: 3.55/5)

International Marketing, International Trade, Economics, Management, E-Commerce, Interpreting, Translation

WORK EXPERIENCE

Beijing Qianxiangwangjing Technology Co., Ltd.

09/2022 - 04/2023

Product Manager

Market Management:

- Led community operations and established a closed-loop feedback system integrating user insights, data analysis, and weekly cross-functional reviews. Translated engagement metrics and qualitative feedback into actionable product improvements, including optimization of the issue submission flow.

Product Development:

- Directed end-to-end iteration cycle of the navigation app, managing the full lifecycle of feature enhancements. Authored 30+ PRDs and collaborated closely with engineering and design teams to ensure precise execution. Leveraged POI data analysis to support feature prioritization and continuous performance optimization, improving overall user experience and application stability.

Beijing Zhidou Technology Co., Ltd.

Product Manager:

11/2021-09/2022

- Led requirement analysis and authored nearly 100 PRDs for a B2B SaaS platform. Drove cross-functional development and improved user experience through structured data tracking. Participated in a major competitor product acquisition and led data migration and integration into the core platform.

Overseas Operations:

03/2021-11/2021

- Led overseas market operations. Designed and launched the internal Help Center after competitor benchmarking, reaching 30k monthly page views and 10k+ MAUs. Developed content strategy and authored 300+ English articles to improve product adoption.

Gateway 26, USA (Internship)

06/2017 - 09/2017

Customer Service

Worked at Gateway26 entertainment center in New Jersey. Managed front-counter operations and served an international customer base. Handled customer needs and on-site issues efficiently.

SKILLS

Language: English C1, Spanish B1, Chinese Native Speaker

Computer: Excel, PowerPoint, Word, Axure, Figma, Canva,

Professional skills: Cross-cultural Communication, Product Requirement Design, Market Analysis