

# Yu Xiao

he/him

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Portfolio: [career.xiaoyu.io/#portfolio](http://career.xiaoyu.io/#portfolio)

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## Summary

- Full-cycle experience in Internet backend and frontend products, from inception to iteration;
- Passionate and curious, with years product experience and a background in computer science;
- Skilled in project management, led a product research team of 15, and hold a Product Owner certification;
- Interested in tool-based products, with multiple experiences in text/image editing tools;
- Looking to drive growth and customer satisfaction in a fast-paced technology company.

## Education

2021 – 2023	Australian National University Master Computing – Machine Learning	GPA: 6/7
2007 – 2011	Huazhong University of Science and Technology Bachelor Optoelectronic Information	GPA: 78.78/100

## Work Experiences

2022.11 – 2023.02 Canberra, Australia	Mochi Labs Product Manager (Intern)	Online Note Editor
2020.07 – 2022.07 Beijing, China	iSheji.com Product Manager	Online Design Editor
2018.06 – 2019.09 Beijing, China	Chuangkit.com Product Lead – Web	Online Design Editor (Industry Top 2, 20m users)

• Note: it's an intern job during summer vacation;

• Contribute to developing and organizing Business Plans, Product Vision, Roadmaps, User Stories, Personas and more. My role involves streamlining product development processes and ensuring optimal user experience.

• Led cross-functional team in the reconstruction of the editor (Web), effectively communicating with stakeholders to balance the needs of both consumer and business users;

• Redesigned textbox and image features, generating a 30% increase in template usage;

• Led the SDK program for key account customers, resulting in a 25% increase in customer satisfaction.

• Coordinated the entire web-side product architecture and increased active user count fourfold during the working period;

• Led transition of business model to "Subscription + content consumption", increasing revenue by 15%;

• Optimized editor experience and module functions with user-centric design, reducing user churn rate by 20% and increasing NPS score to 78;

• Launched artistic text effects and GIF image generation, achieving 150,000 hits in the first week.

2015.08 – 2018.04 Beijing, China	Sinosteel City Development Ltd. Product Director	Smart Parking Platform
		<ul style="list-style-type: none"><li>Participated in the development of "Qingpark" intelligent parking platform from scratch (Web, Android/iOS and WeChat Platform);</li><li>Managed R&amp;D department (~15 people) and project progress;</li><li>Collaborated with sales and operation teams during the bidding and project implementation of more than 20 smart car parks, using strong communication and negotiation skills to ensure successful project execution, generating 10,000 parking bills per day.</li></ul>
2013.06 – 2015.07 Beijing, China	Dr. Peng Group Ltd. Product Manager	Smart Router for Business
		<ul style="list-style-type: none"><li>Oversaw commercial router cloud management, including business information, portal page content, and membership system, increasing business information accuracy by 15%;</li></ul>

## Portfolio

View more about my product work: [career.xiaoyu.io/#portfolio](http://career.xiaoyu.io/#portfolio)

## Certifications & Languages

- Professional Scrum Master™ II (PSM II)
  - Professional Scrum Product Owner™ II (PSPO II)
  - Chinese/Mandarin (Native)
  - English (IELTS : 7 CEFR: C1 as of 2020)

Skills – click title to view related portfolio

- Product Management: Demonstrated success in developing product roadmaps, managing cross-functional teams, and ensuring on-time project completion;
  - Requirement Gathering: Proficient in mining requirements scenarios, conducting user research, and producing comprehensive requirement documents;
  - Data Analysis & Visualization: Adept at using data analytics tools such as Tableau, SQL, Excel, and Google Analytics to drive product improvements and decision-making;
  - Prototyping & UX Design: Experienced in creating high and low fidelity prototypes, iterating on designs, and optimizing user experience;
  - Agile Project Management: Skilled in facilitating Agile and Scrum methodologies, driving cross-functional collaboration, promoting continuous improvement, and ensuring timely delivery of high-quality, value-driven products.
  - Technical Expertise: Solid background in computer science and machine learning, experienced in Python, SQL and Java programming languages;
  - Software & Tools: Proficient in Office/Adobe Series, Axure/Figma/Sketch, OmniPlan/Project, and OmniGraffle/Visio for effective product management.

## Referees

*References available upon request.*