Yuhao Wu

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EDUCATION

Boston University	Sep. 2024 – Present
MSC in Software Development	Boston, MA, USA
University of Sheffield	Sep. 2018 – Nov. 2019
MSC in Creative & Cultural Industries Management	Sheffield, UK
Huazhong Agricultural University	Sep. 2013 – Jun. 2017
BA in Visual Communication Design	Wuhan, China

WORK EXPERIENCE

Foreign Language Teaching and Research Press — Beijing, China
Product Operations Manager — Apr. 2022 – Sep. 2023

- Managed *Waiyantong* App operations, boosting annual revenue by over 142% through event organization, feature design and implementation, and data analysis
- Developed a web application using **JavaScript**, **React**, **React Router** allowing users to filter and register for courses
- Implemented an evaluation system using **Python**, **Flask**, **RESTful APIs** and **MySQL** to gather user feedback on course content and functionality, facilitating continuous improvement
- Utilized **Python** and **Pandas** to analyze user behavior and profile, including age, gender, attendance rate and others, to provide data-driven optimization suggestions, increasing 12.8% of the click-through rate of the user learning page
- Collaborated with the teacher team, used **Matplotlib** to analyze student engagement and homework submission rates visually, generating course quality reports for evaluation
- Organized nationwide summer English learning activities, engaging approximately 120,000 new registered users, and maintaining an application with over 40,000+ daily active users across 56 cities in 26 provinces

NetEase Youdao Information Technology Co., Ltd. — Beijing, China
Advanced Product Operations — Sep. 2019 – Apr. 2022

- Orchestrated online English vocabulary learning check-in activities, achieving an 80.45% student participation rate and boosting the completion rate of existing course participants by approximately 8%
- Developed a learning check-in application on the WeChat platform, enabling users to daily check-in, upload homework pictures, and interact with classmates through messaging, seamlessly integrated with WeChat communities for a cohesive learning environment
- Utilized **React**, **JavaScript** and **Axios** to enable users to register for free courses through the website, accurately profiling users by collecting information and analyzing their usage behavior
- Conducted quarterly distribution of survey questionnaires, analyzed data using **Python**, and generated reports from various dimensions including product functionality, quantified learning outcomes, and teacher feedback

SKILLS

Programming Languages and Technologies

Java, JavaScript, Python, Pandas, Matplotlib, MySQL, CSS, HTML, React, Node, Axios, Git

Languages

English: IELTS 7.0 (6.5)