Hanry Cheng

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Education

University Of Washington | Seattle US   2013 Sep ~ 2017 Jun

Human Computer Interaction Design   GPA : 3.4/4.0

Google Data Analytics Certificate   2023 Mar ~ 2023 Jun

Experience

Ingtube | Product Manager | Hangzhou China   2018 Sep ~ 2021 July

Ingtube is an social media influencer app with 2,000+ active influencers and 5,000+ brands

Led product management of a social media influencer community app

- Initiated and developed new platform for social media influencers and eCommerce brands to build better connection and collaboration faster, which grew 1.3M (CNY) annual revenue and helped 600 brands build new connection with influencers. As a product owner, took role on defining the product scope, planning MVP, defining long-term success metrics, and maintaining weekly sprints backlog by gathering users' feedback and analyzing usage data.
- Developed and launched a customer service ticketing system to improve user experience. Cross-functionally teamed up with customer service managers to design and implement a standard operation framework. In the end, made impact of eliminating 85% of manual process orders and freed up time for the customer service team to respond users faster.
- Took product manager lead role to build and manage PM team.

ShadowBot RPA | Product Manager | London UK   2021 July ~ Now

ShadowBot is a robotic process automation SaaS backed by Goldman Sachs, Coatue & Tencent

Co-managed robotic process automation platforms for 3K business users and 60M ARR (CNY)

- Created and led product roadmap to explore a experimental enterprise productivity software from ideation to MVP launch. With a team of 10 engineers, took part in refining product scope and co-manage the build process with tech lead and scrum master. Filed one patent and received employee of the year for innovation.
- Led the company's homepage and marketplace webpage redesign project with 2 UI designers and 1 content writer. Drove the project forward by communicating needs and feedback with sales team leader, customer service team leader and other stakeholders. Resulting with 41% overall leads conversion improvement.
- Defined product scope and managed development process to deploy a interactive visual ML-based desktop UI elements solution for 1K paid business users, reducing 65% of data and element detecting issue tickets.
- Assisted in international communication with 5 enterprises users in the UK on use case discovery, proof-of-concept development and automation solution implementation.

POSSIBLE WPP | UX Designer Intern | Seattle US   2016 Jun ~ Sep

- Worked on campaign pages for AT&T. Provided high-level ux structure.
- Co-worked with my mentor to explore the homepage redesign for Pella.

Skills and Tools

Proficient in HTML; CSS; JavaScript; & ReactJS. Agile, Scrum methodologies.