

# Lili Huang (Yuan-Li)

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A user centric & data driven **Product Manager**

737-808-5974 | Austin, TX | [LinkedIn Link](#)

## EDUCATION

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### **M.S. in Information Studies / Human-Computer Interaction**, The University of Texas at Austin

8/2022 - 5/2024 (e.)

Relevant Courses: Product & Project Management, Information Architecture & Design, Immersive Strategy Business

### **B.S. in Business Administration**, National Taiwan University (Dean's Honor List)

9/2015 - 6/2020

## WORK EXPERIENCE

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### **Associate Product Manager**

*Flash Coffee* Foodtech startup

Singapore (Remote) | 2/2022 - 1/2023

- Revamped loyalty program to boost app engagement. Conducted market/ user research, mapped user journey, built prototypes and the product roadmap.
- Identified user needs, crafted hypotheses, and collected performance metrics to ideate over 20 features projected to lift conversion by 10%.
- Delivered 6 loyalty program features cross-functionally with engineering, design, data, & marketing.
- Analyzed payment failures to ideate features as recourse during checkout, eying a 3% conversion lift.

### **Project/ Product Manager**

*25sprout* Software startup

Taiwan | 8/2020 - 11/2021

- Contributed to over 10 projects with agile project management and product development, driving user flows and mockups, and user acceptance testing.
- Achieved operational efficiency by developing sales portal, gathering requirements from store/country level managers to mine data on 15k monthly transactions.
- Drove project to improve email marketing reach by 150% while cutting system costs.

### **Product Marketing Intern**

*Cheetah Mobile* AI service provider

Taiwan | 7/2018 - 9/2018

- Launched Facebook campaigns to 8k followers and 200 members in 3 months after researching marketing strategies, creating content, and ad tracking.
- Mapped startups ecosystem through researching 30 IoT/AI startups to examine company's positioning.

## LEADERSHIP & PROJECT EXPERIENCE

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### **Associate**

*Jon Brumley Texas Venture Labs*

Austin | 1/2023 - present

- Utilized consulting experience to identify, evaluate, present, and advance product opportunities in early-stage business environments.

### **User-study Lead**

*Boston Consulting Group*

Taiwan | 9/2018 - 1/2019

- Built user analysis to identify products and segments for a cloud survey provider using 20k user data.
- Grew annual service revenue for a client by 10% with product and service optimization strategies.

### **Director of Project Planning and Design**

*TEDxNationalTaiwanUniversity*

Taiwan | 6/2017 - 7/2018

- Led 30+ team members on project and resource management, project curation and design.
- Initiated the first TEDx annual summit and a 6-day exhibition, with 8 speakers and 350 participants.

## SKILLS & TOOLS

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**Methods** | Product Roadmap, Prioritization, Competitive Analysis, User/Market Research, Usability Testing, Heuristic Evaluation, Scrum & Agile, Consulting, Wireframe & Mock-up

**Tools** | Jira, Confluence, Asana, Gitlab, Miro, Google Analytics, Metabase, SQL, Microsoft Office, Figma