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EDUCATION

2026 – Present **KELLOGG SCHOOL OF MANAGEMENT | MCCORMICK SCHOOL OF ENGINEERING** Evanston, IL
NORTHWESTERN UNIVERSITY
MMM Joint Degree Candidate, MBA and MS Design Innovation, Jun 2028
- Specializations: Analytics and AI, Technology Management | GPA: 4.00/4.00

2020 – 2022 **UNIVERSITY OF MICHIGAN, ANN ARBOR** Ann Arbor, MI
Bachelor of Arts (Transferred from University of California, Santa Barbara)
- Major: Economics and Psychology (Double Major) | GPA: 3.84/4.00
- Leadership: Chair of Professional Development, Michigan Economics Society; Board Member, UCSB International Student Advisory Board

EXPERIENCE

2025 – 2025 **EVOX TECHNOLOGY & MEDIA** Shanghai, China
Early-stage startup building an AI-powered text-to-video platform to automate short drama production
Product Manager, Founding Team, Jul 2025 – Nov 2025
- Led product strategy and roadmap by benchmarking 15+ AI video competitors and evaluating generative AI model trade-offs with engineers, prioritizing video quality and consistency as core differentiators
- Defined product requirements and drove 0-to-1 development of AI character generation feature with two engineers and one designer, shipping in three weeks and reducing per-episode production time by 20%
- Redesigned fragmented, multi-tool production workflow by integrating the internal AI platform with third-party generative models, increasing output per team member by 33% while improving video consistency
- Prototyped end-to-end user flows in Figma and refined feature interface designs with a UI/UX designer ahead of cross-functional reviews, eliminating two review rounds and accelerating launch by one week

2022 – 2025 **THE ESTÉE LAUDER COMPANIES** Shanghai, China
Assistant Product Marketing Manager, La Mer Marketing, Jan 2024 – Jun 2025
- Led end-to-end new product launch by developing core value propositions and a precision targeting strategy, collaborating with Design, Sales, PR, and agency partners to exceed first-quarter sales forecast by 56%
- Repositioned flagship product and led integrated go-to-market campaign, driving 36% YoY sales growth and #1 category ranking on TikTok and RedNote while achieving product's lowest-ever cost per engagement
- Built a quantitative pricing model in SQL to explore new product pricing across 200+ SKUs, balancing premium positioning and market opportunities to secure global executive support for a projected 6% revenue increase
- Translated consumer insights and market trends into product innovation recommendations, presenting to leadership and securing inclusion in La Mer's 2026 global R&D roadmap
- Launched La Mer's professional skincare business on TikTok by defining new customer segments and aligning CRM and E-commerce on acquisition strategies, generating 297M impressions and lifting target reach by 41%

Enterprise Marketing & Data Associate, Foresight & Growth Intelligence, Aug 2022 – Dec 2023
- Conducted 15 mixed-method research studies (e.g., NPS, focus groups) to map customer journeys and uncover unmet needs, informing product positioning and UX improvements contributing to 8% brand awareness lift
- Analyzed 50K+ market data points to build quarterly China market reports and identify emerging e-commerce opportunities, informing global CEO briefings and helping accelerate TikTok store launches across 6+ brands
- Established an enterprise-wide benchmark system by mapping 90+ competitors' product portfolios, replacing ad hoc analyses and streamlining planning for 40+ campaigns
- Evaluated media mix and ROI across 30+ campaigns with Media and CRM teams, recommending cross-channel resource reallocations projected to improve media efficiency by 12%
- Synthesized China consumer research into quarterly executive newsletters for 80+ global leaders, translating insights into market intelligence that informed roadmap planning across 30+ international markets

ADDITIONAL DATA

- Skills: SQL, Excel, Python, Figma, Tableau, Qualtrics, Stata
- AI Tools: Claude Code, Codex, Google Colab, Midjourney, ComfyUI
- Certificate: IBM AI Product Manager Professional Certificate
- Interests: painting, video games, pottery-making, museum-hopping, snorkeling, traveling (27 countries)