

Yinghui Chen

Product Manager

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Professional Summary

Adaptive Product Manager with 3+ years of experience in planning, design, data, and management. Reduced certification product launch timelines by 50% through cross-functional collaboration at an edu-tech startup. Proficient in Agile Scrum, analytical thinking, and problem-solving. Committed to continuous learning and driving innovative product strategies in the tech industry.

Skills

Product Strategy & Roadmapping | Market Research & Analysis | A/B Testing | Agile Project Management (Jira/Asana) | User Research & UX Design | Data Analytics (Python/SQL/R) | Wireframing and Prototyping (Figma) | Data Visualization (Excel/Tableau/Power BI) | Stakeholder Communication | Customer-Centric Design | Machine Learning & AI | Github

Certifications

CareerFoundry Product Management Certificate (2024) | CFI Financial Modeling & Valuation Analyst Certificate (2023)

Professional Experience

Product Owner

[Chingu](#)

Remote

April 2024 – Current

- Led a 5-member cross-functional team to build a fitness web app using Scrum methodologies within 6 weeks.

Product Manager

[Oakscholar, LLC](#)

Remote

March 2024 – Current

- Established and managed processes for ongoing product discovery with AI-driven education solutions, conducting over 50 user interviews and market research sessions to ensure continuous improvement and alignment with market needs.
- Led a cross-functional team of 10 in building a Minimum Viable Product (MVP), translating a 6-month roadmap into 5 epics and 80+ user stories using Jira.

Product Management Intern

[Zenzen Diabetes Support](#)

Remote

Jan 2024 – March 2024

- Conducted comprehensive market research on over 10 competitor apps to identify monetization and optimization strategies for a successful app launch on IOS and Android platforms.
- Spearheaded the development and implementation of a payment system and marketing assets with a 6-member cross-functional team, ensuring compliance with regulations on both iOS and Android platforms.

Product Analyst / Associate Product Manager

[DataCamp, Inc.](#)

Remote

September 2021 – July 2023

- Collaborated with engineers to successfully launch the company's first auto-graded certification product, resulting in the registration of 600 users within 6 weeks.
- Managed an item writing project with 11 data experts, delivering 17 case studies and creating over 1000 assessment questions within a tight 10-week timeframe using Github and Asana, significantly scaling up assessment quality and content.
- Assisted in creating item writing documentation for 5 certifications, streamlining communication with contractors, saving 20% on budget while enhancing productivity and communication efficiency.
- Developed and refined the data role certifications through interviews with 10+ hiring managers to align with industry needs and expectations, resulting in a 10% increase in the employment rate of certified users.
- Conducted customer feedback analysis using SQL and Python monthly to identify users' pain points, driving customer satisfaction by 5% in the skill assessment product.

Designer

[ParkerRodriguez, Inc.](#)

Alexandria, VA

September 2019 – April 2021

- Redesigned company website in a modern style within 4 months, attracting new talent and local clients. Restructured content based on research from 20 local firms. Achieved a 5% increase in conversion rate within 1 month of launch.

Education

Master of Science in Landscape Architecture | Texas A&M University

Bachelor of Science in Urban Planning | Harbin Institute of Technology