Eileen Wang

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EXPERIENCE

Product Manager II, Twitter May '22—Present
Creating tools for Twitter Teams to measure impact and decide what to build

- Empowered team to deliver business impacts by introducing OKRs and prioritization based on customer outcomes over technical outputs
- Reduced metric computation system latency by 21% through establishing criteria, identifying and deleting 11k low-signal metrics from internal catalog
- Reduced metric creation service SLA by 50% through establishing instrumentation for tracking and management
- Product lead for establishing consistent metric metadata and governance across Twitter Teams

Product Manager, Pluralsight Jan '21—April '22
Led Certifications product team, defined and launched digital web products

- Won the "Create with Possibilities" award for launching an innovative MVP from an ambiguous ask, and inviting cross-functional partners to collaborate.
- Led multidisciplinary team of software engineers, designers, and data scientists to scope, define, design, and ship an innovative content discovery experience for users. Increased overall content start rate (core KPI) by 300%.
- Worked with machine learning engineers to create new content recommendation models and defined MVP to share with other teams through internal API.
- Launched Certification Prep Home, driving 76k unique visitors to explore new content within the first month.
- Increased average duration of engagement with content by 50% through continuous iteration of A/B testing and data feedback loops.
- Collaborated with Sales, Finance, and Marketing to instill confidence in our enterprise customers. Drove renewal of an at-risk contract worth $4.66 million.
- Built user personas, discovered pain points, and visualized user journeys. Synthesized findings, developed user stories and insights for the organization.

Product Manager (Contract), Feedback Inc. May '20—July '20
Owned product strategy for a food-ordering mobile app eliminating food waste.

- Redesigned user workflow to eliminate bottlenecks based on customer insights and data, reducing typical time to complete task by 10×.

Product Management Intern, Open Learning Initiative May '20—July '20
Designed onboarding process for instructors launching data-based courses.

- Led user research and ideation sessions to improve UX for instructors teaching remote courses. Prototyped a no-code template to validate research learnings.

Customer Success Manager, PromoteIQ August '17—June '18
Oversee adtech projects for Fortune 500 companies. Acquired by Microsoft.

- Designed and launched new ad inventory designs for merchants, generated 300%+ revenue for our customers.

Operations Manager, Electric Objects April '17—June '17
Led UK market analysis and customer purchasing experience. Acquired by GIPHY.

Account Associate, Hudson's Bay Company June '16—March '17
Managed vendor relationships for flagship brands.

Retailer Account Manager, Modalyst May '14—June '16
Defined requirements for B2B dropship marketplace and advised brands.

EDUCATION

Carnegie Mellon University

- Master of Integrated Innovation for Products & Services – Advanced Study
- Course highlights: *Machine Learning (computer vision, NLP, workflow automation), Big Data, AI applications*

Tufts University

- Bachelor of Fine Arts

SKILLS

Research methods

- *Qualitative research: Contextual inquiry, co-design workshops*
- *Quantitative research: A/B testing, competitive analysis, survey design*
- *Synthesis & documentation: Service Blueprint, user journey mapping*

Product management

- *Experience with designing user flows and end-to-end product development lifecycle*
- *Agile prod development and Value-based prioritization*
- *Creative problem solver and focus on Jobs to be Done*
- *Iterating on success metrics*

Software

- Data analysis: *Excel, SQL*
- Data visualization: *Kibana, Mixpanel, Tableau*
- Whiteboarding: *Mural, Miro, FigJam,LucidSparks*
- Project management: *Jira, Trello*
- UX/UI Design & Prototyping: *Balsamiq, Figma, Zeplin*

Languages

- Native: *English, Mandarin*