# Hans Chen

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## SUMMARY

Experienced product manager with 6+ years experience leading cross-functional teams and launching new products; launched 2 products and 7 major iterations over 54 sprints, accumulating over 10K users in first 3 years.

## PROFESSIONAL EXPERIENCE

**Product Manager** at GateChina, Inc. | Fremont, CA                                    **Apr 2014 to Present**

**Planmycollege.com** - EdTech Platform
- Led competitive analysis, user research, market research and analytics to establish product vision and strategy for Planmycollege.com.
- Launched platform into market; collaborated with the marketing team on resource allocation and content distribution to establish go-to-market strategy, product launch plans, and marketing objectives, resulting in 9,000+ cumulative sign-ups.
- Led cross-collaborative development effort utilizing JIRA and Agile framework to complete 4 major versions of Planmycollege.com across 34 sprints.
- Conducted 3 rounds of research via interviews and user task analyses to gather requirements, needs, and pain points from a total of 24 users; converted findings into epics and stories around offering guidance for college-bound families.
- Evaluated product analytics and success metrics using Google Analytics and AARRR framework for 4 iterations, overall improving sign-ups by 50% and conversion rate by 10%.

**Wenxuecity.com / Haiwai.com** - Chinese Expat Community
- Communicated and collaborated with designers on product vision, brand messaging, and user research to establish UX and UI design standards.
- Adjusted the product roadmap and strategy by analyzing metrics and results, making data-driven decisions and leading the team to deliver 23% more story points per sprint.
- Prioritized features and managed backlog by assessing goals, user needs, user feedback, and engineer workload to establish 3 product release schedules across 20 sprints.

**Data Analyst** at Therapydia, Inc. | Mill Valley, CA                                    **Nov 2012 to Mar 2014**
- Assisted in user interface design of ReferralJET, a referral management software, implementing data presenting features to accomplish the goal of reducing average referral-handling time by 50%.
- Generated intelligence through data mining and analytics to help the company identify target markets and qualified therapists, opening 4 new high-end clinics and recruiting 5 therapists around the US.
- Led a remote team of 30+ data entry specialists by setting weekly goals and success metrics to build an exclusive, comprehensive physical therapist database in the industry, adding 150,000+ therapists' profiles and 30,000+ clinics.

**Research Analyst** at Cleantech Group LLC | San Francisco, CA                                    **Mar 2011 to Oct 2012**
- Assisted in user interface design of data-presenting features in i3, the company's market intelligence software, improving unique page views by 15% and daily usage rate by 12%.
- Edited and published written research reports and insights using MS Excel, MS Word and Adobe InDesign based on market research, including 7 Quarterly Investment Reports, 6 analytical blog posts, and 14 seminar presentations (PPT) providing information to investors in their decision-making.
- Managed the company's market intelligence database by updating market data and investment or partnership activities in the industry, and monitoring client feedbacks, adding value and appeal of the product to the clients.

**Business Manager** at Elecpro USA, Inc. | San Mateo, CA                                    **Jun 2009 to Feb 2011**
- Communicated with stakeholders such as buyers, clients, and product development teams on small kitchen appliance designs and features, landing annual purchase orders with QVC (30K units) and Target (100K units).
- Conducted detailed market research, monitored industry statistics using google and produced 6 seasonal market reports to collaborate with management and make informed decisions on product development.

**Analyst** at Tsing Capital | Beijing, China                                    **Sep 2006 to Aug 2008**
- Screened and tracked 1,500+ investment opportunities using Salesforce, evaluating business plans to assist partners in making informed decisions on whether to invest.
- Analyzed financial information of portfolio companies in MS Excel and SPSS and conducted market research to produce 7 quarterly and annual reports to inform the stakeholders of fund performance and market dynamics impacting the success of the business.

## EDUCATION AND CERTIFICATION

UCSC Extension Silicon Valley | Santa Clara, CA
  **Certificate** in Web and Interactive Media Design                                    **Apr 2017**
  **Certificate** in Internet Programming & Development                                    **Aug 2016**
UC Berkeley Extension | Berkeley, CA
  **Post-Baccalaureate Certificate** in Information Systems & Management, Data Administration and Management                                    **Jan 2015**
Tsinghua University | Beijing, China
  **Master of Engineering (MEng)**, Environmental Sciences and Engineering                                    **Jun 2007**
University of California, Berkeley | Berkeley, CA
  **Bachelor of Science (BS)**, Environmental Sciences                                    **May 2005**

## SKILLS

**Methodologies:** Agile, Scrum, JIRA, Software Development Life Cycle
**Product Design**: Brand strategy, Persona creation, User task analysis, Sketch, Adobe Photoshop, Balsamiq, Axure
**Analytical**: Google Analytics, Excel
**Programming Languages**: HTML, CSS, JavaScript, PHP, SQL