

## Portfolio

<https://www.yibiespace.com>

## Education

**University of British Columbia**  
Master of Digital Media (2018-2021)

**Qingdao University**  
Bachelor of Software Engineering in Digital Media (2013-2017)

## About Me

Coming from a background in design and engineering, I am a user-centric, detail-oriented and result-focused product manager with 5 years experience in launching B2B and B2C products across various industries, including travel tech, video production, SaaS, fintech, ERP, legal, nonprofit, and healthcare, in both startups and large tech companies.

## Work Experience

**Trip Ninja Technology Inc. (Division of Webjet Limited)**  
**Product Manager**

2023.8 - 2024.8  
Vancouver, BC

### Achievements

- Led a team of 8 to build and launch an admin panel from 0 to 1 in 6 months, automating API integration and configuration, cutting integration time by 40% for over 10 companies and decreasing TripNinja customer support overhead on integration and communication by 70%.
- Over the past year, I led the development and launch of 8 key projects, including automated API integration and certification, revenue management, AWS QuickSight analytics dashboards, risk profile management, AI-generated release notes, API docs, and SuperUser. These initiatives expanded our product's reach to 12 companies, including Webjet and TripRobotics, resulting in a \$300k quarterly revenue increase for the company.

### Responsibilities

- Led and conducted product scoping, design, cross-team communication, user acceptance testing, user interview, and go-to-market planning, while also tracking performance to ensure both functionality and an exceptional user experience.
- Worked closely with clients and external partners, carried out market research, user testing, and feedback collection through various ways to convert user needs and pain points into actionable product improvements and iterations, ensuring alignment with business goals and maximizing revenue generation.
- Managed and groomed the team's portfolio, regularly submitted reports, and presented updates to the company.

**SAP Canada**

2021.7 - 2023.4

**Digital Product Experience Designer & Project Manager**

Vancouver, BC

### Achievements

- Led a team as a Product Manager and created the MVP of MentorCircle (a circular way of mentorship with a point system) within 48h and won the SAP iXp Best eXplorer Prize.
- As a Project Manager and designer, redeveloped and launched 40+ internal learning websites with global cross-functional teams, decreasing 70% of the resource searching time for 38k global consultants.
- Launched internal knowledge-sharing platform for HANA Database & Analytics within 4 months with the team.
- Led the design and video creation of a 4-module, 3.5-hour customer workshop preparation course, published on SAP Learning, enrolling 28k learners with an avg. Rating of 4.5 stars by 1520 users.

### Responsibilities

- Coordinated and collaborated with a global, cross-functional team including sales, consultants, analysts, and engineers; wrote user stories, managed the roadmap, and frequently prioritized product features and requirements.
- Conducted design thinking workshops, user interviews, information architecture, infographic design, A/B testing, and prototype iterations for SharePoint sites, SAP WorkZone and learning websites to improve consultants' working efficiency.
- Built the UI design system components of SAP University of HANA Analytics platform, created roadmaps, crafted and iterated filter, sorting and registration features with engineers.

**FISPAN Services Inc. (Fintech)**

2021.1 - 2021.7

**UX & Graphic Designer**

Vancouver, BC

### Achievements

- As a Product Manager and UX Designer of brand refreshment, after launching the redesigned website, the conversion rate and average engagement time increased by 65% and 290%, generating \$500k in revenue growth within two months.
- Created product embedding videos and one pager in collaboration with large companies like Citibank, Netsuite, QuickBooks, Sage, etc. The promotional video results in 65K viewers, with only 46 subscribers.

### Responsibilities

- Collaborated with sales, product, data analytics and marketing teams, conducted user research, defined business requirements, led the brand refreshment, redesigned the official website and social media ads.
- Built the design system, created accessible UI components, and wrote documentation.
- Tracked website online performance with Hotjar, Google Analytics and created GTM strategies with the marketing team.

**Canadian Blood Services**  
**Product Owner (Project-based)**

2020.5 - 2020.9  
Vancouver, BC

### Achievements

- Delivered a 15-sec lead-in video with 5 min interactive mobile experience(playable advertisement) according to Facebook specifications, and it can also be utilized for multiple platforms like Instagram.
- The conversion rate was increased by 25% in the beta test.

### Responsibilities

- Conducted user interviews and surveys on their pain points and needs, created empathy map, user stories, journey map, did quantitative and qualitative research, defined KPIs.
- Did competitor and platform analysis, and created GTM strategy, SWOT and business model.

**Pacific Legal Education and Outreach Society**  
**Product Designer / Engineer (Project-based)**

2020.1 - 2020.5  
Vancouver, BC

### Achievements

- Launched the Legal Compliance Self Assessment and Learning Tool (chatbot tool) 2.0 in May 2021, receiving 93% user satisfaction with an avg. Rating of 4.3/5.
- The chatbot tool has helped over 100 non-profit organizations reduce 300k legal compliance consultation costs in BC.

### Responsibilities

- Converted messages and questions into typescript objects and linked them as a graph data structure in JSON with engineers. Implemented UI designs with HTML and JavaScript with React as the library.
- Conducted design sprints, primary and secondary research, and iterated prototypes.
- Created chatbot reaction animations and product demo videos.

**Crazy8s Film Society**  
**Visual Designer & Project Manager (Part-Time)**

2020.4 - 2020.12  
Vancouver, BC

### Achievements

- Led event online marketing for fund-raising and campaign promotion, reached out to top 100 companies in British Columbia, and eventually sponsored by Telefilm Canada and Creative BC.

### Responsibilities

- Built the design system from scratch, crafted the user flow for ticket selling app, led visual design for all the promotion.
- Created and implemented marketing promotion strategy with the team, participated in video creation.

**Museum of Vancouver**  
**Product Manager (Project-based)**

2019.9 - 2020.1  
Vancouver, BC

### Achievements

- Displayed the Augmented Reality storytelling product at the exhibition from May 2021 until April 2023.
- More than 3k visitors shared their memorable experiences on Instagram with our Augmented Reality storytelling as one of the most popular exhibits.

### Responsibilities

- Led a cross-functional team of engineers, designers, sound designers, screenwriters, and museum heritage advisors.
- Communicated with clients and stakeholders, refined product requirements, and created a roadmap, persona, user journey map and user stories. Led user tests and prototype iterations, rapidly iterated MVP every 3 weeks.

**Beijing Rising International Software Co.,Ltd.**  
**Front-end Developer (Intern)**

2016.7 - 2016.10  
Beijing, China

### Achievements

- Boosted user satisfaction and conversion rate by 13% with improved code and design for the official websites.

### Responsibilities

- Designed, developed and maintained user-friendly official websites in HTML, CSS, JS and jQuery with the engineer team.

## Certificate

**SAP Project Management Fundamentals Certificate**  
(Issued on Oct 2022)

**Certified Product Manager**  
(Issued by Product Manager Accelerator on Apr 2023)

## Expertise

### Product Management

- Trello, Jira, Clickup, Confluence, Miro (Agile, Scrum, Roadmap, User Test, Business Required Document, Documentation)

### Product Design

- Figma, Adobe XD, Sketch (Prototype, Accessible Design, Design System, User Interview, User Experience, A/B Testing)

### Coding

- HTML, CSS, Python, C++, JAVA, JavaScript (Front-end, React, REST API, JSON, WordPress, CMS, SDLC, API Integration)

### Data Analytics

- AWS QuickSight, SQL, Tableau, Google Analytics, GTM, Hotjar (Dashboard, Data Visualization, Performance Optimization)

### Video Creation

- Premiere, After Effects, Vyond (Storytelling, Video Editing, Animation, Videography)