

EXPERIENCE

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|----------------|--|-----------------|
| 2022 - Present | COURSERA
<i>Senior Product Manager II, Head of University Issued Certificates</i> <ul style="list-style-type: none">• In charge of the university-issued certificate business and its end-to-end experience• Performed proof of market experiment and introduced Certificates to Enterprise to the Indian market• Improved 30% description page traffic by introducing recommendation carousels across the platform.• Enabled 26 new certificates onsite, improved India market revenue by ~1M within 3 months.• Coordinated the successful completion of a new 10 M partner contract projected to generate 7M a year. | Remote |
| 2019 - 2022 | VIZIENT – HEALTHCARE DATA & PERFORMANCE IMPROVEMENT COMPANY (U.S. #1 GPO)
<i>Product Manager, Product and Design Lead</i> <ul style="list-style-type: none">• Led 15 people team of design, engineer, QA, and data scientists to develop a new subscription-based guided analytics tool for hospitals to effectively reduce cost and improve quality; The product was successfully launched and used by 1,000+ hospitals, with 114 new subscriptions and \$28 MM in annual revenue.• Managed 4 direct reports and mentored the team to launch six products, revenue ~\$2B revenue a year: Physician Insight enables hospitals to evaluate physicians' performance, the only tool available in the market to help hospitals defend against joint commission complaints. Top MAU product among Vizient offerings. Q&A Mapping Tool, an internal tool, tracks member data clean-up process and reduced avg 3 hours working hours.• Improved retention rate by 7% from continuous product enhancements. Identified enhancement opportunities through quantitative and qualitative analysis using Google Analytics, focus groups, and feedbacks sessions• Prepared roadmaps, design updates, and team progress report. Presented the deliverables to C-suite in monthly meetings to reach alignment, get support, and expedite issue resolutions | Chicago, IL |
| 2017 - 2019 | TRENDY COMMERCIAL – HIGH-END EXOTIC TRAVEL & EVENT PLANNING BUSINESS
<i>Founder, Head of Product & Design</i> <ul style="list-style-type: none">• Launched luxury travel platform and organized trips for 116 customers that generated ~500K revenue year 1• Performed market analysis and designed the go-to-market plan that led to the launch of 8 product offerings• Negotiated contracts with 60+ vendors and improved operation margin by 25% over 2 years• Hired over 100 contractors and temp workers to support business operations and event coordination | Los Angeles, CA |
| 2012 - 2017 | SEARS
<i>Senior Product Manager, [2014 – 2017]</i> <ul style="list-style-type: none">• Redesigned customer checkout journey through rebranding and launching of ~90 customized scenarios that increased conversion revenue by \$5M and raised product's UX rating from outside top 100 to industry #3• Rolled out new recommendations engine based on A/B testing and traffic slip results of the internal emergent engine and vendor tools, resulting in a 30% average cart size increase and 500K annual cost savings• Introduced security features -- reCaptcha, backlisting -- and stopped attacks that prevented \$6M losses
<i>Senior Technical Program Manager, [2013 – 2014]</i> <ul style="list-style-type: none">• Initiated a big data migration project that improved internal decision-making efficiency by 60%. Fundamentally resolved inefficiency caused by manual process, teams working in silos and use different reporting procedures• Led 30 cross-functional teams to migrate 24 databases to AWS. Retired thousands of manual reports and converted them into 9 interactive Tableau dashboards. Carried out change management to 1644 employee• Organized enterprise-wide report reconciliation effort that reduced 3M annual vendor contract cost
<i>UX Designer / Architect, [2012 – 2013]</i> <ul style="list-style-type: none">• Released member loyalty app features that reduced call center volume by 200K within 6 months of launch.• Innovated add to cart features that reduced \$7M outdated inventory and removed \$500K carrying cost | Chicago, IL |

ADDITIONAL DATA

- Freelance & Advisory: Consulted, designed, and developed for 11 startups. Represented 17M total business revenue impact. Products cover Fintech, Ecommerce, Healthcare, and Tech
- Volunteer: Literacy Tutor of 5 kids at Down Syndrome Awareness Center; Event Planner at Disability Center
- Technical Skills: SQL, JavaScript, Python, R, JIRA, Excel, Looker, Tableau, Aha!, Kanbanery, Mingle, Figma
- Hobby: Traveling – 30 countries and 45 states in the U.S., to-date

EDUCATION

2019 - 2022	KELLOGG SCHOOL OF MANAGEMENT NORTHWESTERN UNIVERSITY <i>Master of Business Administration</i> • Pathway: Technology Management Majors: Finance and Marketing	Evanston, IL
2008 - 2012	INDIANA UNIVERSITY BLOOMINGTON <i>Bachelor of Science, Computer Science & Master Level Human-Computer Interaction Design</i> • Internships: UX Designer at ViacomCBS, Research Assistant for The Ethical Technology in the Homes of Seniors, and Product manager of Serve IT - Managed team of 8 to build products and achieved 30%-70% donation raise	Bloomington, IN