Edward Fu

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SUMMARY

Customer-focused, data analytics-certified product manager with 2 years of experience launching MVPs and SaaS products in an Agile environment. Skilled in conducting in-depth user research to build empathy and strong relationships with customers. Possesses a unique blend of cross-functional knowledge in business, engineering, UI/UX, and marketing, enabling effective collaboration with diverse teams.

EDUCATION

University of Southern California   Los Angeles, CA
Master of Science; Major in Integrated Design, Business and Technology; 4.0 GPA   August 2023

University of California Irvine   Irvine, CA
Bachelor of Science; Major in Informatics, specialization in Human-Computer Interaction; 3.8 GPA   June 2019

EXPERIENCE

Amazon - *Amazon Web Services*   New York, NY
User Researcher Intern, Amazon Connect   June 2022 - September 2022
- Conducted user research on the Amazon Connect dashboard page, a SaaS cloud customer contact center product, to identify critical pain points and usability issues
- Created user journey workflows by utilizing various methods, including conducting competitive analysis of 9 similar products and interviewing 7 solution architects
- Developed a report on findings that were presented in front of 20+ potential users, and stakeholders

Internet Brands Co - *Digital media and software company*   El Segundo, CA
Associate Product Manager (Optimization), Nolo   March 2021 - December 2021
- Successfully launched a SaaS product on a website with over 55MM annual users, resulting in the creation of new market segments for the company and projecting a substantial YoY revenue increase of $80M
- Generated insights through 150+ usability tests (interviews, user testing, surveys, and A/B testing), heatmaps, and competitive analysis, leading to more than 10 product redesign and improvement initiatives
- Created and established product use cases, product requirements, and wireframes using a range of tools such as Jira, Confluence, Sketch, and Marvel, ensuring the timely and efficient execution of the project

Associate Product Manager, Apartmentratings   July 2020 - March 2021
- Directed UX research and the product decision-making process for the redesign of a review form on a website with over 17MM annual users
- Revamped the design and optimized the user flow, resulting in a significant 20% boost in the conversion rate, a remarkable 40% reduction in the error rate, and an impressive 35% decrease in the bounce rate
- Conducted market research, user interviews, and competitive analysis to identify customer needs and gather insights for the product roadmap

Product Manager Assistant, In-house CMS   January 2020 - July 2020
- Successfully accomplished the on-time launch of an internal MVP, replacing an obsolete and unsupported system, thereby safeguarding our $10M product and ensuring uninterrupted business operations
- Authored the Product Requirements Document (PRD) for the MVP, presented the software to over 50 stakeholders, and secured their buy-in and approval for continued development

ADDITIONAL INFORMATION

Awards: NACAS 2020 Innovative Achievement Award, 2019 Circle of Excellence Award
Skills: HTML, CSS, JavaScript, Python, Data Analytics (Pandas, scikit-learn), Statistical Analysis
Certifications: Google Advanced Data Analytics, Foundations of Data Science
Languages: Mandarin Chinese (native)