

# JIASHU (JULIE) ZHANG

617-586-9579 | [juliezhang0102@gmail.com](mailto:juliezhang0102@gmail.com) | Ann Arbor, MI | [www.linkedin.com/in/juliezhang0102](http://www.linkedin.com/in/juliezhang0102)

---

## SUMMARY

*I love exploring advanced technologies while engaging with end-users. My passion is to build products that serve people better, including you and me.*

- **Cross-Functional:** collaborating with product designers and engineers to develop and release features; working with Sales, Marketing, and Customer teams on prioritizing weekly customer feedback; authoring customer-facing product documentation; supporting QA teams on manual testing and bug grooming.
  - **User-Centered:** leading in-depth user interviews to gather and analyze user needs and pain points; conducting user research, creating user personas and use cases; validating product statements through concept tests and user testing; iteratively delivering low, medium, and high-fidelity prototypes.
  - **Tech-Savvy:** launching multiple applications and online games using self-taught programming frameworks; building my portfolio website from scratch, leveraging Bootstrap, JavaScript, HTML, and CSS; studying computer science at the University of Pennsylvania as a part-time Master's student.
- 

## SKILLS

- **Product Management:** product documentation and specification, epics and user stories, mockups, backlog prioritization, Jira, Notion, Confluence, MS Project
  - **Data:** SQL, Pandas, Tableau, Google Analytics, MS Access, MS Excel
  - **Design:** Figma, Adobe XD, Photoshop, Illustrator, Balsamiq, Miro
  - **Programming:** Python, Django, JavaScript, React, Java, C, R, HTML, CSS, Github
  - **Languages:** English, Mandarin
- 

## WORK EXPERIENCE

**AIR (Series B Tech Company), Product Management Intern** **May 2022- Present**

- Drove IPTC feature development by establishing product specs and Agile milestones, with designer and two engineers, resolving 20+ customers' requests and closing on two Enterprise deals
- Revamped customer feedback process leveraging double diamond framework, diminishing inefficiencies among insights committee and accelerating insights management time cycle by 20%
- Recommended and implemented roadmapping tool, enhancing transparency to users, aligning internal expectations, and empowering company to organize, analyze, and prioritize 2000+ product feedback
- Authored 27-page product documentation using Notion to support Sales and Customer teams on product queries and use cases, reducing service waiting time and enhancing 10% of teams' productivity
- Created five Jira dashboards to track sprint progress and health, boosting project transparency by 15%
- Liaised with product managers remotely on daily basis to prepare for sprint meetings and collaborate with QA team on manual testing for weekly product releases

**WOLVERINESOFT GAME STUDIO (Student-Run Studio Since 1999), Producer** **August 2022- Present**

- Led 25+ interdisciplinary members to develop game by arranging production timeline, facilitating studio-wide meetings, and determining departmental priorities across art, design, programming, and audio
- Defined project scope, oversaw production progress, and administered development resources leveraging Jira and Confluence, accomplishing 85% of goals over four 3-week sprints
- Supervised cross-functional team by delegating weekly tasks and streamlining collaboration processes, removing roadblocks and achieving 100% team objectives on time

- Drafted testing protocol for entire game, proactively reducing 70% of game breakdowns
- Organized 8 playtesting sessions for bugs and design flaws, leading to 3x performance improvements

**BABSON CHINA CLUB (Nonprofit Alumni Association), UI/UX Designer** **October 2021- March 2022**

- Conducted four in-depth user interviews and three one-on-one stakeholder interviews to clarify user needs and business goals, resulting in identification of product value propositions and user flow
  - Ascertained minimum viable product features and led four product iterations through market research, assessment of value propositions, and user testing on sketches
  - Delivered and presented high-fidelity Figma prototype of web application to board, enabling club to reach larger audience and benefiting alumni in building strong networking relations
- 

**EDUCATION**

**University of Michigan Ann Arbor, Ann Arbor, MI** **August 2021- May 2023**

- Master of Science in Information; Human-Computer Interaction Focus
- User-Centered Agile Development Track
- GPA: 3.96/4.00

**University of Pennsylvania, Part-Time, Remote** **August 2021- May 2024**

- Master of Computer and Information Technology
- Equivalent to Bachelor's Degree in Computer Science
- GPA: 4.00/4.00

**Babson College, School of Business, Wellesley, MA** **August 2016- May 2020**

- Bachelor of Science; Information Technology Management and Business Analytics
- GPA: 3.61/4.00 – Dean's List all semesters; Senior Divisional Award in Information Systems

**Coursera Software Product Management Specialization** **April 2020- May 2020**

- Studied Agile practices covering software processes, requirements, planning, and improvement