

# Xiaohan (Emma) Yang

AI Product Manager | Consumer AI | Global Product

Zhengzhou, China | Open to opportunities in Beijing, Shanghai, Shenzhen, Hangzhou, Hong Kong, and overseas

189\*\*\*\* | yangxiaohan5@gmail.com

## SUMMARY

AI-native consumer product builder with a Columbia University psychology background and experience in global content and creator ecosystems at Kuaishou and Tencent. Independently delivered consumer product prototypes from user problem definition and AI pipeline design through evaluation, prompt iteration, and usability testing. Fluent in English and comfortable working and building products in English-first environments.

## AI & PRODUCT PROJECTS

Clover | AI-Powered Saved-Content Workflow Tool | Solo Product Builder | May 2026–Present

Live Demo: <https://clover-gems-thought.lovable.app>

- Designed and built an AI-native consumer product that turns saved social content into summaries, tags, Save/Action classifications, and user-confirmed to-dos, addressing the problem of saved content being rarely revisited or acted upon.
- Built and deployed the live demo on Lovable using React/Vite, its built-in Gemini integration, and database, delivering an end-to-end flow from content input and AI processing to stored Library and Today views.
- Designed a structured AI pipeline, controlled tag taxonomy, Save/Action logic, and human-in-the-loop confirmation model around the principle that AI recommends while users decide.
- Created a 17-post eval dataset spanning lifestyle, AI tools, job hunting, and edge cases, with a four-dimension rubric covering summary, tagging, classification, and to-do quality.
- Iterated prompts from V1 to V2.1, reducing Save-to-Action over-classification from 7/8 to 3/8 and reaching approximately 11.6/12 in targeted evaluation; translated feedback from 2 early users into improvements to input flows, CTAs, empty states, manual tags, and data isolation.

Gleam | Digital Vision Board Workspace Prototype | Solo Product Builder | May 2026–Present

- Built a consumer creative-tool prototype that enables users to upload, arrange, locally save, and export inspiration images as high-resolution visual boards.
- Restructured the experience from an embedded homepage editor into a focused homepage-to-workspace flow, added 6 core logic tests, and defined an AI-assisted roadmap covering layout assistance and background removal.

## EXPERIENCE

Rental Consultant, International Student Market | New York, NY | May 2023–Jan 2025

- Generated rental leads through social media and independently managed needs assessment, property matching, viewings, and lease progression, closing approximately \$80K in total contracted rent during the first summer.
- Coordinated between clients and building management teams to resolve application friction and advance rentals through lease signing.

Kuaishou (Kwai) | International Content Production Operations Intern | Oct 2021–Dec 2021

- Translated overseas user behaviors and creator trends into 4 weekly creative concepts and supported the launch of 5 production assets for a global short-video platform.
- Redesigned asset launch guidance using pre-launch materials, sample UGC, and clearer usage prompts, helping an asset reach S-tier production output within 2 days of launch.

- Contributed to an aging-effect campaign that delivered 2 S-tier and 4 A-tier assets; monitored TikTok, Instagram, camera apps, and effect creators to inform creative decisions.
- Collaborated with content, video-editing, and operations teams on creator education materials designed to improve overseas user activation and UGC supply.

Tencent News, Tencent PCG | Creator Operations Intern | Jul 2021–Sep 2021

- Managed 150+ creator leads and achieved a 22% effective conversion rate through structured outreach, follow-up, and onboarding-friction analysis; ranked among the top 3 interns in the first week.
- Built funnel tracking sheets and reusable communication scripts to structure creator outreach, feedback, and conversion status.
- Identified onboarding friction through creator feedback and refined communication cadence and platform value messaging to convert high-potential creators.
- Selected as team lead after strong KPI performance; led 6 interns across two content categories and reviewed daily progress and execution gaps.

## EDUCATION

Columbia University, Teachers College | M.A., Psychology in Education / Counseling and Clinical Psychology | 2020–2024 | GPA: 3.8/4.0

University of Connecticut | B.A., Psychological Sciences | 2016–2020 | GPA: 3.6/4.0 | Dean's List, 2 semesters

## SKILLS

Product & AI: Consumer AI, AI Product Design, Prompt Evaluation, Eval Dataset Design, Human-in-the-Loop Design, User Testing, MVP Scoping

Tools: Lovable, Codex, Gemini API, React/Vite, HTML/CSS/JavaScript fundamentals, SQL fundamentals, GitHub, Excel, Qualtrics, SPSS

Languages: Mandarin Chinese (native), English (fluent; full professional working proficiency)