Andrea Foo

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EXPERIENCE

Coohom   **June 2023 – Present**
Associate Product Manager   New York, NY
- **Spearheaded relaunch of B2C SaaS product:** Led a cross functional team (12 people) to relaunch and expand 3D Model Viewer product (mainly targeted at SMBs) from China to US market, achieving 2000 WAU (300% growth) within first 2 months
- **Go-to-market Strategy Roadmap and Execution:** Strategize and execute a comprehensive go-to-market strategy and timeline for the product launch, encompassing strategic product roadmapping and the orchestration of multifaceted marketing initiatives, including SEM, KOL, and social media marketing, resulting in improvements in signup conversion rate by 20%
- **User Research and product requirement generation:** Conduct 20+ user interviews to understand customer needs and craft user stories to drive weekly product development in agile sprints with engineering and design
- **Experimentation and A/B Testing:** Conduct rapid growth experiments to validate hypotheses, driving increases in revenue (50% growth) and active user engagement
- **Data Driven Decision making:** Led rigorous data analysis utilizing Mixpanel to assess KPIs and user engagement metrics; guided data-driven decision-making in growth-hacking phase, resulting in a 25% increase in user engagement metrics
- **Executive Presence:** Lead weekly product spec and meetings, presenting ideas and strategies, and gaining buy-in from stakeholders

Harvard Forest   **Jan 2023 – May 2023**
Product Manager (Contract)   Petersham, MA
- **Product requirement generation and definition:** Conducted 10+ user interviews with Harvard Forest Schoolyard teachers and transformed user insights into 5 new feature ideas
- **Feature Prioritization and UI Design:** Spearheaded the wireframing and prototyping of Harvard Forest Schoolyard Resources web page using no-code websites, employing a user-centered approach to prioritize accessibility and enhanced user experience, resulting in a 95% overall user satisfaction
- **User Testing and Feature Iteration:** Conducted user testing (one-on-one interviews and focus groups) and gathered feedback to iterate and refine product features, ensuring continuous improvement rate of 80%

Grab Holdings Inc.   **Jun 2021 – Aug 2021**
Backend Software Engineer Intern   Singapore
- **End-to-End Development of Microservice:** Developed with data scientists, backend engineers, and other cross-functional teams in this IPO-listed Southeast Asian tech unicorn to design, test, implement, and deploy new supply allocation micro-service using GoLang, Jira, and Datadog
- **Optimization and Documentation:** Engaged in streamlining services operations and improve compatibility by transforming deprecated endpoints from one microservice API to new API service with strong documentation
- **Data Analysis:** Incorporated SQL for data analysis and management within the backend systems
- **Results**: Improved allocation rates for app by 15% by working on allocation microservice project to gain optimum outcomes

EDUCATION

Harvard University   **June 2022 - May2023**
Master of Education in Learning, Design, Innovation, and Technology
- Awards: Semi-finalist for the Innovation Lab President's Challenge, GPA: 4.0

Tufts University   **Sep 2018 - May 2022**
Bachelor of Science in Computer Science
- Awards: Dean's List (all four years), Tufts Summer Scholars Research Scholarship, Max Tischler Prize Scholarship, Margaret Durkee Angell and Henrietta Brown Durkee Scholarship Fund, GPA: 3.92

OTHER

- **Programming Languages:** C++, Python, HTML, CSS, JavaScript, Typescript, GO, React, SQL, Java
- **Frameworks/Tools:** Heroku, Express, React, AWS, Jenkins, Kibana, Datadog, Jira, Kanban, Mixpanel, Confluence, Miro, Excel
- **Design Tools:** Figma, Adobe Photoshop, Balsamiq, Final Cut Pro
- **Languages**: Mandarin (Native), Spanish (Beginner), Portuguese (Beginner)