

MINGZHEN LI

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PROFESSIONAL EXPERIENCE

Product Manager

Mene Inc, River Edge, NJ | 02/2024 - Present

- Drive product development by leading and collaborating with operations, marketing, design, production teams, and vendors.
- Support product strategy and roadmap by analyzing metrics, improving customer retention by 20%.
- Enhance customer satisfaction by 30% through solution discovery and leadership in with cross-functional teams.
- Contribute to product planning and manage successful product releases aligned with brand vision.

Product Analyst

American Dental Designs, Philadelphia, PA | 07/2021 - 02/2024

- Collaborated with cross-functional teams to optimize product designs.
- Translated user feedback and product objectives into functional requirements, resulting in a 25% improvement in product alignment with user needs.
- Conducted user behavior analysis to refine designs, increasing user satisfaction by 30%.
- Built and maintained analytics dashboards to track product performance, enhancing data-driven decision-making.

User Experience Consultant

Upwork, Philadelphia, PA | 01/2022 - 5/2023

- Conducted extensive user research, identifying user behaviors and pain points, leading to improved engagement strategies in a case study for an e-commerce application.
- Led the conceptual design for a marketing-focused case study, developing user journeys and wireframes that aligned with brand storytelling and enhanced user experience.
- Collaborated with a startup to implement design enhancements and content strategies, focusing on boosting brand retention and audience connection.

Product Analyst

Earthman Kicks, Philadelphia, PA | 04/2015 - 06/2021

- Optimized e-commerce operations, overseeing 1250+ transactions with a 100% positive feedback record, increasing sales by 50%.
 - Analyzed financial statements, providing insights that improved profitability by 15%.
 - Implemented data-driven procurement and packaging processes, enhancing efficiency and reducing costs by 18%.
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EDUCATION AND CERTIFICATE

- **Master of Science in Technology and Media System** Harrisburg University of Science and Technology, Harrisburg, PA | 04/2022
 - **Master of Arts in Computer-aided Design and Manufacturing** Temple University, Philadelphia, PA | 05/2020
 - **Bachelor of Fine Art | Minor in Business Administration** University at Albany, Albany, New York | 05/2018
 - **BCG Strategic & Experience Design Virtual Experience**
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SKILLS

- **Strategic Planning and Execution:** Roadmap Development, Goal Setting, Prioritization
- **Data-Driven Decision Making:** Analytics, Market Research, Customer Insights
- **Cross-Functional Collaboration:** Team Leadership, Communication, Stakeholder Management
- **Product Development:** User-Centered Design, Requirements Gathering, Iterative Testing
- **Project Management:** Agile Methodologies, Timeline Management, Risk Assessment
- **Tools Proficiency:** Jira, Trello, Slack, Tableau, Airtable, Shopify, Brightpearl, Microsoft