

Mingzhen Li

267-574-1709 • 1 Park Ave, Hackensack, New Jersey 07601 • mingzhenli777@gmail.com
<https://www.linkedin.com/in/mingzhen-li-0157a61b2/>

EXPERIENCE

MENE

Product Manager

River Edge, New Jersey

01/2024 - Present

- **Owned the roadmap for product data quality & launch readiness systems across 300+ SKUs**, defining quarterly priorities for lifecycle improvements, pricing governance, and metadata quality — increasing launch accuracy by **25%**.
- Built analytics dashboards + weekly insight reviews to **define hypotheses**, monitor funnel drop-offs, and accelerate decision-making — reducing ad-hoc analysis time by **40%**.
- Partnered with engineering, design, legal, and operations to maintain compliant checkout flows (risk, tax, fulfillment rules), reducing error rates and refund cases by **18%**.
- Drove product optimization through experimentation (PDP clarity, asset hierarchy), improving conversion by **10–15%** and increasing repeat-purchase engagement by **12%**.
- Introduced scalable processes for cross-functional launch operations, improving on-time release readiness by **30%**.

AMERICAN DENTAL DESIGN

Product Operations Specialist

Philadelphia, Pennsylvania

07/2021 – 01/2024

- **Defined and prioritized product requirements** for CAD/CAM workflows, improving downstream production accuracy and reducing revision cycles by **20%**.
- Partnered with technicians, clients, and internal teams to align feasibility, quality expectations, and end-user needs within each production iteration.
- Standardized requirement handoff documents and QA workflows, **shortening turnaround time** and improving design consistency.
- Implemented operational insights into **process-level roadmap updates**, informing sequencing of workflow improvements.
- Supported cross-functional communication between design, technical, and operations teams, ensuring smooth project delivery.

THE PALACE MUSEUM

Product Management Intern

Beijing, China

05/2019 - 08/2020 Summer

- Conducted user behavior studies across museum retail stores and digital catalogs, identifying purchasing patterns and opportunity areas to inform product strategy.
- Synthesized qualitative + quantitative insights into structured documentation systems, **accelerating design decision-making** and reducing research review time by **20%**.
- Collaborated with designers and vendors to refine product concepts, ensuring cultural alignment and manufacturability in the product roadmap.
- Proposed enhancements to product presentation based on merchandising trends and visitor flows, several adopted into the retail portfolio.

EDUCATION

HARRISBURG UNIVERSITY OF SCIENCE AND TECHNOLOGY

Master of Science in Learning Technology & Media Systems

Harrisburg, Pennsylvania

04/2022

TEMPLE UNIVERSITY

Master of Fine Arts in Computer-Aided Design & Drafting

Philadelphia, Pennsylvania

05/2020

UNIVERSITY AT ALBANY

Bachelor of Fine Arts with Minor in Business Administration

Albany, New York

05/2018

SKILLS

Product Management & Strategy: Road mapping, Sprint planning, Agile execution, Cross-functional collaboration

Data & Analytics: User research, A/B testing, Tableau, GA, Competitive analysis, Basic SQL, KPI tracking

UX & Optimization: PDP / UX improvements, Information architecture, Wireframing, Usability Testing, Content clarity

Tools & Platform: Figma, Shopify, Air table, Bright pearl, Jira, SQL (basic), Confluence, Product CMS

Other: SaaS, eCommerce platforms, Product operation, GTM execution, Content system

Independent Digital Product Projects

These projects demonstrate end-to-end product thinking: user research, problem framing, workflow design, prototyping, and iterative improvement.

Eventbrite Redesign – Ticketing Flow Optimization

Product Role: Product Strategy • User Flow Architecture • Experimentation Planning

- Conducted user interviews & heuristic audits to identify friction points in event discovery and checkout.
- Mapped the existing funnel, quantifying major drop-off points (search → listing → checkout) and prioritizing solutions based on effort-impact analysis.
- Redesigned the ticket-selection and checkout flow to reduce steps and cognitive load, improving clarity of pricing, seating, and confirmation states.
- Proposed A/B test scenarios to validate new patterns (expected ↑ completion rate +8–12%).
- Delivered a PM-focused case report: metrics, insights, opportunity sizing, and proposed experiments.

PetsVet – Virtual Pet Care Platform

Product Role: Platform Concepting • Interaction Model • MVP Definition

- Defined the core product problem through user research: fragmented pet health advice, difficulty accessing reliable consultations, and poor record-keeping.
- Developed a platform architecture combining **virtual consultations**, **appointment scheduling**, and **peer-reviewed tips**.
- Created multi-persona workflow diagrams (owner, vet, admin) and an initial MVP scope with must-have features.
- Built low-fidelity prototypes to validate usability and test engagement hypotheses.
- Produced a strategic roadmap outlining Phase 1 (MVP), Phase 2 (retention tools), and Phase 3 (platform network effects).

All in Bloom – Floral Ordering & Delivery Experience

Product Role: CX Improvement • Funnel Optimization • Personalization Logic

- Analyzed end-to-end ordering journey across personalization, delivery scheduling, upsell modules, and confirmation flows.
- Identified friction in bouquet customization and delivery-date interactions; proposed UI & logic refinements increasing task clarity.
- Designed a streamlined flow for recurring deliveries, improving long-term retention potential.
- Outlined product requirements (PRD-lite) with acceptance criteria and cross-team implications (ops, logistics, design).

SpendWise – Personal Finance Assistant (In Progress)

Product Role: Ideation • Problem Framing • Concept Testing

- Defined the market problem: users struggle to maintain budgeting habits and visibility into spending patterns.
- Conducted competitor analysis to identify whitespace in **lightweight goal-tracking + behavioral nudges**.
- Drafted early concept explorations for insights feed, category health indicators, and budgeting alerts.
- Upcoming steps: user interviews, prototype testing, and building a metrics-first MVP approach.