

# Mingzhen Li

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## EXPERIENCE

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### MENE

River Edge, New Jersey

#### Product Manager

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

Philadelphia, Pennsylvania

#### Product Operations Specialist

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

Beijing, China

#### Product Management Intern

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

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### HARRISBURG UNIVERSITY OF SCIENCE AND TECHNOLOGY

Harrisburg, Pennsylvania

#### Master of Science in Learning Technology & Media Systems

04/2022

### TEMPLE UNIVERSITY

Philadelphia, Pennsylvania

#### Master of Fine Arts in Computer-Aided Design & Drafting

05/2020

### UNIVERSITY AT ALBANY

Albany, New York

#### Bachelor of Fine Arts with Minor in Business Administration

05/2018

## SKILLS

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**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.
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### 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).
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### 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).
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### 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.